



GROUPE POCHET

L'EXCELLENCE EN HÉRITAGE



Pochet du Courval
MAISON FONDÉE EN 1623

QUALIPAC



A « COUTURE » PACKAGING BY GROUPE POCHET FOR THE NEW ALEXANDER MC QUEEN FRAGRANCE

Every component of the new Alexander McQueen fragrance, « Couture » is the result of the Groupe Pochet alliance of « savoir-faire » : the intense black stopper, the collar's ultra-thin majestic feather pattern, and the curvy bottle, delicately highlighted by a zamac base.

The zamac has emerged as the ideal material to magnify the infinite wealth of details of the shoulder piece, produced by Qualipac. The feathers blades and antique gold aspect required numerous operations, including a syringe-delivery enamel decoration. The finely engraved cap with tactile effect is injected with no visible parting line, and completes the collar, made of a golden electro-plated base assembled with a « signature » ring varnished by Solev.

The gently curved shiny deep black bottle is manufactured by Pochet du Courval. A sober silk-screening decoration highlights its smooth surface.

Groupe Pochet undertook this high-level technological challenge, which also results in assembling all the components. It has required a unique and specific expertise, particularly in taking into account the dimensional and technical requirements of the various materials, making the Group able to deliver the most beautiful creations of its customers.

A beautiful movie made by the brand pays tribute to the teams who made this exceptional project a reality: <http://fragrances.alexandermcqueen.com/en/craftsmanship.cfm>



About Groupe Pochet

The Groupe Pochet: inherited excellence.

The Groupe Pochet is endeavouring to implement the unique alliance of its different areas of expertise, which in turn contributes to the expansion of the brand's image in France in the luxury fragrance and beauty industry, "because its mission is to bring to life the dreams of its customers, the finest brands in the fragrance and cosmetics sector".

- The Groupe Pochet is a world leader in luxury packaging for fragrances and beauty products. Founded almost four centuries ago, in 1623, the Groupe Pochet is privately and family-owned.
- The Groupe Pochet comprises Pochet du Courval (bottle-making), Qualipac (plastics and metal) and Solev (decoration).
- A workforce of more than 5 000 people worldwide, including more than 3 000 in France.
- 18 industrial sites around the world including 10 in France, 2 in Brazil, 2 in the United States and 4 in China.
- An annual turnover of 464 million euros in 2014 divided up between its activities.
- More than 100 million euros worth of financial investment between 2013 and 2015.
- Close to 600 million items produced in 2014.
- The headquarters are based in Clichy.

www.groupe-pochet.fr