

VPI HAS TASTEFULLY DESIGNED THE NEW PERFUME FOR HER NAMED Girl de Rochas.



A hint of spring in the air...

ROCHAS (Interparfums) opted for the expertise offered by VPI (Faiveley Plast Beauty), a French specialist in the injection and decoration of aesthetic plastic parts for the design of its Girl by ROCHAS cap.

A new-generation perfume

Launched in March 2021 in France, Girl by Rochas is a tribute to women and meets all of the contemporary expectations of increased creativity in an environmentally-friendly way.

Interparfums was keen to have a minimalist design for this new women's fragrance in a clear and matt tone.

The smooth cylindrical cap is made from partly recycled plastic and comprises organically-sourced PP for the upper section, and recycled PET and organically-sourced mineral PP for the outer section. VPI has guaranteed the minimum use of 42% by weight of recycled and organically-sourced materials in the product. This astute combination of material allowed for the same pastel green shade as the bottle.

Marc Beltrami, VPI Commercial Director, underlined: *"Our environmentally-friendly solutions are deeply rooted in our company's ethos. We designed this cap to meet the requirements of our clients and support them in their CSR strategy."*

This elegant and sober cap is a genuine technical innovation and the fruit of close-knit collaboration between the Interparfums and VPI teams in total respect of an eco-design process.

It is available in 3 sizes developed by Rochas: 40, 60 and 100ml.

An advertisement for the 'Girl' perfume by Rochas. It features a clear glass bottle with a white cap, set against a light green background. The bottle has 'Girl' and 'ROCHAS PARIS' printed on it. To the right of the bottle is a circular logo with a heart and the text 'SPRAY GOOD - FEEL GOOD'. Below the bottle, there is text in French and English: '90% D'INGRÉDIENTS D'ORIGINE NATURELLE. À L'EXTRAIT DE NÉROLI AUX PROPRIÉTÉS RELAXANTES. 40% DE VERRE RECYCLÉ. VEGAN.'

Girl
ROCHAS
PARIS

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About VPI

VPI, founded in 1931, and established in the Jura Region of France, is the Beauty division of Faiveley Plast Group, a specialist in Plastic Injection. VPI offers closures, deo stick, boxes & cases, and dispenser solutions combining

elegant design and functionality for the luxury beauty, perfume, cosmetics and spirits markets. Faiveley Plast, an international group founded in France, is a specialist in the injection of plastic parts with high added value and has worked in three primary markets since 1992, namely industry, medical and luxury product packaging.

www.faiveleyplast.com