

VPI UNVEILING ATYPICAL SPRAY THROUGH CAP FOR MCM EAU DE PARFUM



German luxury fashion house MCM (under license with InterParfums USA), very well known globally and in massive development, has trusted VPI for its latest launch of unisex perfume.

VPI (Faiveley Plast Beauty) took up the challenge of conceiving and developing a fragrance cap with a unique design, inspired by the Stark bag, one of MCM's most iconic leather items.

A perfume who travels like a hand bag

An original proposal that inspired the InterParfums and MCM teams, VPI's expertise was maximized to bring this cap to life.

For this specific project, VPI realized a spray-through cap with an outer cap in two pieces (push button and cap) plating with gold, plus an inner part and a handle.

The inner has a spring function (without metal), allowing the push button to always go back to its original position, well aligned with the cap edge.

VPI's team worked hard on tooling engraving and raw material combination to propose an aesthetical leather-looking handle, molded in a flexible material. A successful development, leading to the assembly onto the cap with a permanent hold and enabling final customers to lift the bottle from its handle.

"This spray-through cap required a great technical mastery. A real challenge that VPI completed and which we're all very proud of," says Beryl Trentin, Key account manager at VPI.

The same cap is mounted on 3 bottle sizes: 30 ml - 50 ml - 75 ml.

The signature fragrance will launch exclusively in MCM stores and online in March, with a global launch beginning in April.

VPI is supplying some of the most famous Perfume, Cosmetics and Spirits houses. The French know-how, the recognised expertise and the strong commitment to sustainable development are winning over a growing number of brands.



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.