

Press Release

FaiveleyTech to present new color of spray cap for LUNAR NEW YEAR edition of MCM Eau de Parfum

January 2023

MCM adds a festive new addition to its simply chic fragrance collection

To complete its Collection, MCM, the iconic luxury lifestyle goods and fashion house with a German heritage (under license with InterParfums USA), is renewing its trust into FaiveleyTech who already made the first two fragrance caps.

FaiveleyTech thus realized the uniquely designed spray cap, with outer parts and front plaque plated Gold and enhanced by a beautiful leather-looking strap.

« *This collaboration with MCM teams has been a new challenge for FaiveleyTech Orgelet. Combining an engraved structure in the mold, adapted raw material and coloration to obtain a flexible molded strap required a work of precision as for the first two editions.* », underlines **Béryl Tomaschett**, Key Account Manager at FaiveleyTech Orgelet.



| Inviting vermillon red on limited edition

Firstly presented in 2021 in gold & brown leather for the launch of MCM Eau De Parfum, it declines in 2022 in an Ultra version: inspired by the Stark Berlin Gold backpack, the carefully layered tones of MCM ULTRA convey instant elegance.

In 2023, MCM celebrates Chine New Year with a delightful vermillon red version.

The spray cap can be adapted to 3 sizes: 30ml, 50ml and 75ml.

Available in MCM stores and online for Chinese New Year as of January 22, 2023.

FaiveleyTech Orgelet further expands the field of creative possibilities to offer singularity and differentiation to the packaging of its customers.

FaiveleyTech Orgelet is one of the major partners of the perfume industry and accompanies brands in their seduction operations to surprise, astonish and differentiate.



| About FaiveleyTech

FaiveleyTech is an international group, of French origin, specialized in high added value plastic injection molding for demanding, selective and/or normative markets of Industry, Beauty and Healthcare. It is headed by Executive President Nicolas Alloin and the Faiveley family, owner at 100%. They are shareholder of Faiveley Transport-Wabtec, world leader in railway equipment, and also owner since 1825 of the Domaine Faiveley (Nuit-Saint-Georges) producing Burgundy wines.

The FaiveleyTech Group has 450 employees, 8 production sites in France and abroad, and has a 2021 turnover of 76 M€.

Relations Presse FaiveleyTech

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