



## COVERPLA

packaging parfumerie

### **Coverpla accompanies the sophisticated launch of Marine Coton laundry fragrance**

**When a young brand like Marine Coton launches what is a new olfactory signature, laundry fragrance, Coverpla is there to accompany the brand with its innovative, very exclusive wellbeing routine. Marine Coton selected an extremely elegant bottle that Coverpla has introduced to its offer thanks to its recent partnership with Estal.**

Marine Rautureau leaves nothing to chance, and her new line inspires a very specific routine: perfumed textiles. Inspired by the scent of the soft toy that was her comforter during her childhood, the concept is simple. A dose of product goes into the washing machine with the laundry, to accompany the wearer through the day with the odor of happy memories: a luxuriously nostalgic gesture for unsuspected moments of pleasure. Made up of three fragrances – Accord Infini, Paradis Nomade and Soleil Absolu – the range rewrites the codes of perfumery for a contemporary olfactory experience.

Just a few months – and trade shows – after signing its partnership with Estal, Coverpla has seen its conviction rewarded with brand interest in differentiated packaging and a very particular approach to luxury.

### **One bottle: an experience in three fragrances**

Faithful to her commitment to sustainable, local sourcing, Marine chose the Philos bottle in a 100ml format, fitted with a pump. Both were produced in Europe. Designed for cosmetics, home care and home fragrance, this model is adapted to various product formats (droppers, pumps, rings for diffusers, screw-on caps...). It is also offered in 50, 250 and 500ml formats and in two choices of glass type (Flint and Wild).