

Entry Name: Cadbury Glow
Entry Number: 0215/L
Company: Mondelez International
Country: United Kingdom
National Competition: United Kingdom, Starpack
Email: awetton@mdlz.com
Website: www.cadburyglow.com

Cadbury Glow offers consumers an expressive chocolate brand that is as beautiful on the inside as it is on the outside. Cadbury Glow is a chocolate gift filled with thoughtful details. The beautiful graphics focus on the specialness of the gifting moment, as the consumer removes the luxurious sleeve, the anticipation builds as a gold treasure box is revealed. The dual hinged doors open to reveal jewel-like pralines placed delicately inside.



Entry Name: Happy Blossom - Moon Cake
Entry Number: 0085/L
Company: Siam Kraft Industry Co., Ltd.
Country: Thailand
National Competition: Thailand, Thai Star
Email: tantipb@scg.co.th
Website: www.siamkraft.com

The Happy Blossom intertwinds itself by a folding and locking technique where no glue is needed so as to reduce resource consumption. Besides, fascinating shape and colorful color make it the powerful eye-catcher when displayed on shelf. It can also be adapted to store miscellaneous items after main use.

The packaging conveys the concept of 4-layer tiffin carrier whereby each layer can hold 1 piece of moon cake. It is designed to demonstrate how gorgeous Chinese auspicious flowers are; Mei which symbolizes happiness, Chrysanthemum which symbolizes longevity and eternal beauty, Euphorbia milii which symbolizes good fortune, and Peony which symbolizes love.



WorldStar 2016

Luxury

Entry Name: JEAN LEON ESTUCHE LIBRO
Entry Number: 0425/L
Company: JEAN LEON, S.L.
Country: Spain
National Competition: Spain, Liderpack
Email: gpedro@jeanleon.com
Website: www.jeanleon.com

On the occasion of Book Day , we launched a case with a book format. A different way to immerse yourself in the fascinating history of the founder of the winery , which went as a stowaway on board bound for the USA, to share confidences with Frank Sinatra, James Dean....

When opening the cover, the ' reader ' discover 2 Wines of the property and the documentary "A Man , A Time , A Wine '



Entry Name: KING PETER
Entry Number: 0424/L
Company: AVANZA PACKAGING, S.L.
Country: Spain
National Competition: Spain, Liderpack
Email: eventos@graphispack.org
Website: www.juvasa.com

The design developed for King Peter recreates the atmosphere of luxury and nobility that characterized the life of the great Russian Tsars.

The bottle, Premium model made in glass, highlighted by the delicate play of transparency and reflection, achieved through a process of matting with high resolution reserve including screen printing and hot stamping complex in silver.



WorldStar 2016

Luxury

Entry Name:**Sonos**

Entry Number:

0052/L

Company:

MW Luxury Packaging

Country:

United Kingdom

National Competition:

United Kingdom, Starpack

Email:

ivona.baxter@luxurypackaging.co.uk

Website:

www.luxurypackaging.co.uk

This limited edition carry case is beautifully crafted in hand-stitched dark blue PU leather and the thread is the contrasting Blue Note lighter blue. Inside there is a velvet covered tray carrying the two Sonos speakers and beneath this there is a disc and beautiful hardback book documenting its history.

The carry case is finished with a handle and clasps evocative of a traditional vinyl record case.

**Entry Name:****The Prosperous Emperor**

Entry Number:

0083/L

Company:

Siam Kraft Industry Co., Ltd.

Country:

Thailand

National Competition:

Asia, AsiaStar

Email:

tantipb@scg.co.th

Website:

www.siamkraft.com

The Prosperous Emperor is eco-friendly packaging as it is wholly made from recycled and FSC-certified paper. Furthermore, value is added by its fan-shaped and colorful design to be delivered as a gift in the Chinese New Year festival creating irresistible impression to receivers.

Emperor's Fan of Prosperity, an orange container inspired from a fan (also has handle), which is considered to be one of the main accessories of the Emperor to express the greatness, pride, and prowess. This prosperity is to be delivered to your business partners.



WorldStar 2016

Luxury

Entry Name: THE QUEEN OF MOONLIGHT
Entry Number: 0082/L
Company: Siam Kraft Industry Co., Ltd.
Country: Thailand
National Competition: Asia, AsiaStar
Email: tantipb@scg.co.th
Website: www.siamkraft.com

Outstanding design and eye-catching colour of the box draws the emotion of receivers to feel the beauty of moonlight through the window. Moreover, the packaging itself is attached with a handle to be portable so as to reduce paper bag usage. It can also be adapted to an accessory box or used for home decoration.

THE QUEEN OF MOONLIGHT reflects the feeling of having the moon cake itself. Enjoy the beauty of moonlight through the window pane while having THE QUEEN OF MOONLIGHT with your beloved ones. The outer layer represents Chinese-styled window. The hexagon box represents company logo shape and each side looks like a gold ingot.



Entry Name: Victorinox eLLa
Entry Number: 0225/HB/L/M
Company: Victorinox Swiss Army Fragrance AG
Country: Switzerland
National Competition: Switzerland, Swiss Packaging Award
Email: angela.steiner@victorinox.com
Website: www.victorinox.com

Incorporating the values of the Victorinox brand – design, innovation, quality, functionality – Victori-nox eLLa embodies it all. The ON/OFF closure replaces the cap, the rubber protects the glass, the feminine strap can be used as a key ring and the integrated mirror is the absolute highlight which makes this packaging unique.

With this product every women can "embrace the world". It opens up a world of new cultures, new encounters and new adventures.

