



ALLIANCE ETIQUETTES

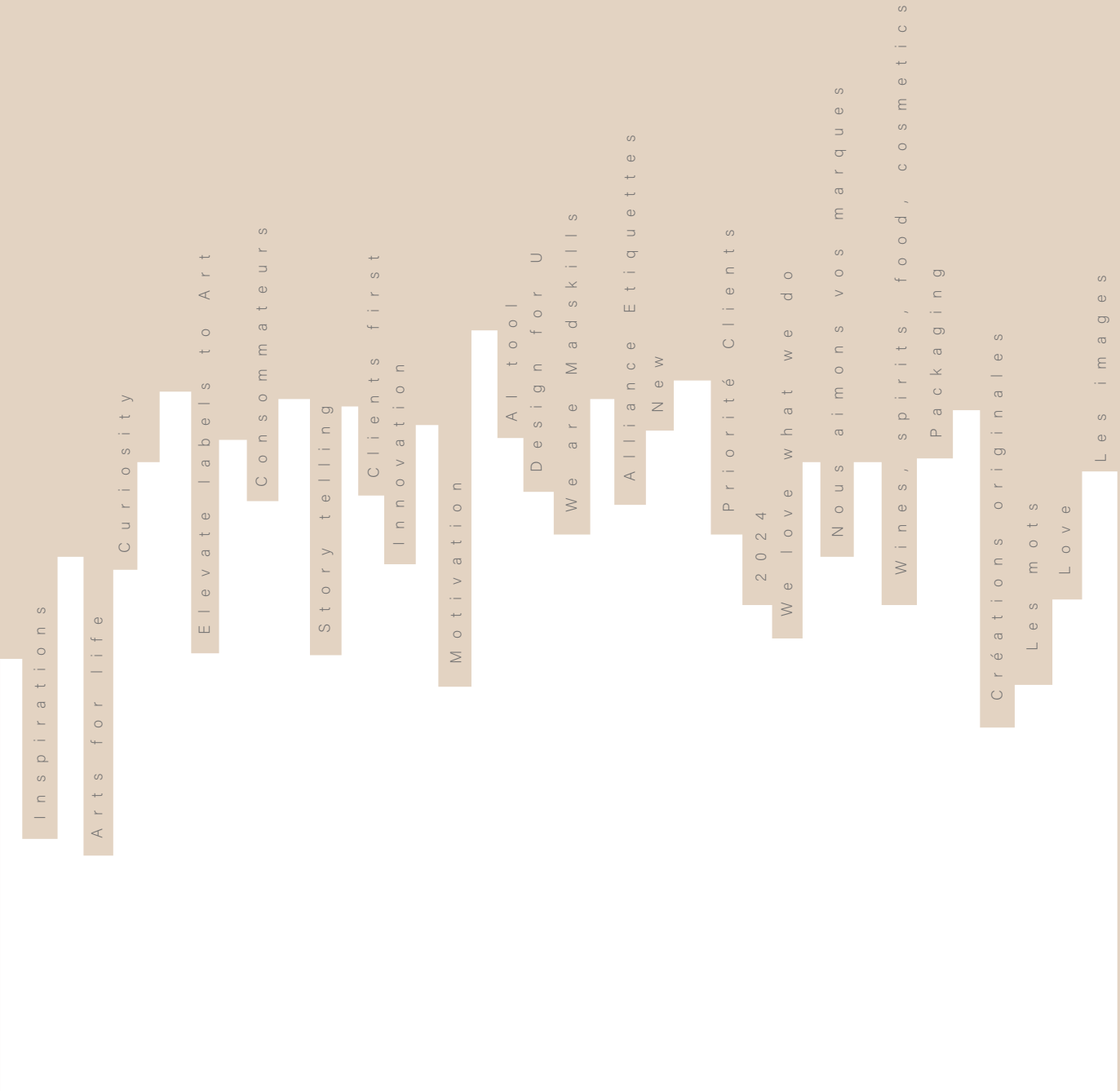
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curiosity

THE CREATIVE DESIGN AGENCY OF ALLIANCE ETIQUETTES

We - ART Labels # COLLECTION 04



After months of resilience and rebirth experienced by consumers, it's time for :

REACT !

REACT !

There are 4 main consumer trends :

1 / EDUCATORS

REACT BY CALMING MINDS

2 / SIMULATORS

REACT BY AROUSING ADMIRATION

3 / INSTINCTIVES

REACT BY CREATING ALTERNATIVES

4 / HIGH PERFORMERS

REACT BY ACTIVATING INNOVATION

Alliance Etiquettes' response to REACT :

Using Art, this free and creative movement, to promote our work as printers.

Alliance Etiquettes is relying on its Packaging Design Agency, **Curiosity**, to bring you **16 creations that reflect these trends.**

Collection #04

ALLIANCE ETIQUETTES

The real power of art is to transform existing reality through the emergence of a new emotion.

It serves to broaden our state of mind, to teach us new things. It acts on the brain and its plasticity, but also on our emotions.

It caresses our brain and stimulates the hormones responsible for pleasure and attachment: dopamine, serotonin and morphine.

It's this approach to emotion that art provides, and that needs to be applied to the label to capture the consumer.

We **ART** Labels
Elevate labels to Art



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1 / EDUCATORS :

REACT BY CALMING MINDS.

Their profile : tradition, conservation, well-being, respect, protection and spirituality.

Byzantine art adorns this champagne

It's a symbol of luxury, with its profusion of materials (pewter, velvet, paper). For high-end consumers and customers, to be offered in limited series with high added value. The pewter is worked in curves and 2 colours, then given a patina to preserve the antique spirit. The cross is placed on velvet paper like a piece of jewellery, and a gilded paper band brings the bottle from the bottom to the top.



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Printed by : Label Imprime & Etincia

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1 / EDUCATORS :

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Hellenistic Art, Odyssée perfume diffuser

A time of prosperity, it inspires well-being. A home fragrance diffuser in Revol porcelain, with a booklet label that tells the story of travel, holidays and the Greek islands... The pewter button gives the product the same relief as the antique sculptures. A four-colour gold leaflet tells the story of this product, its opening inviting to discover our details.



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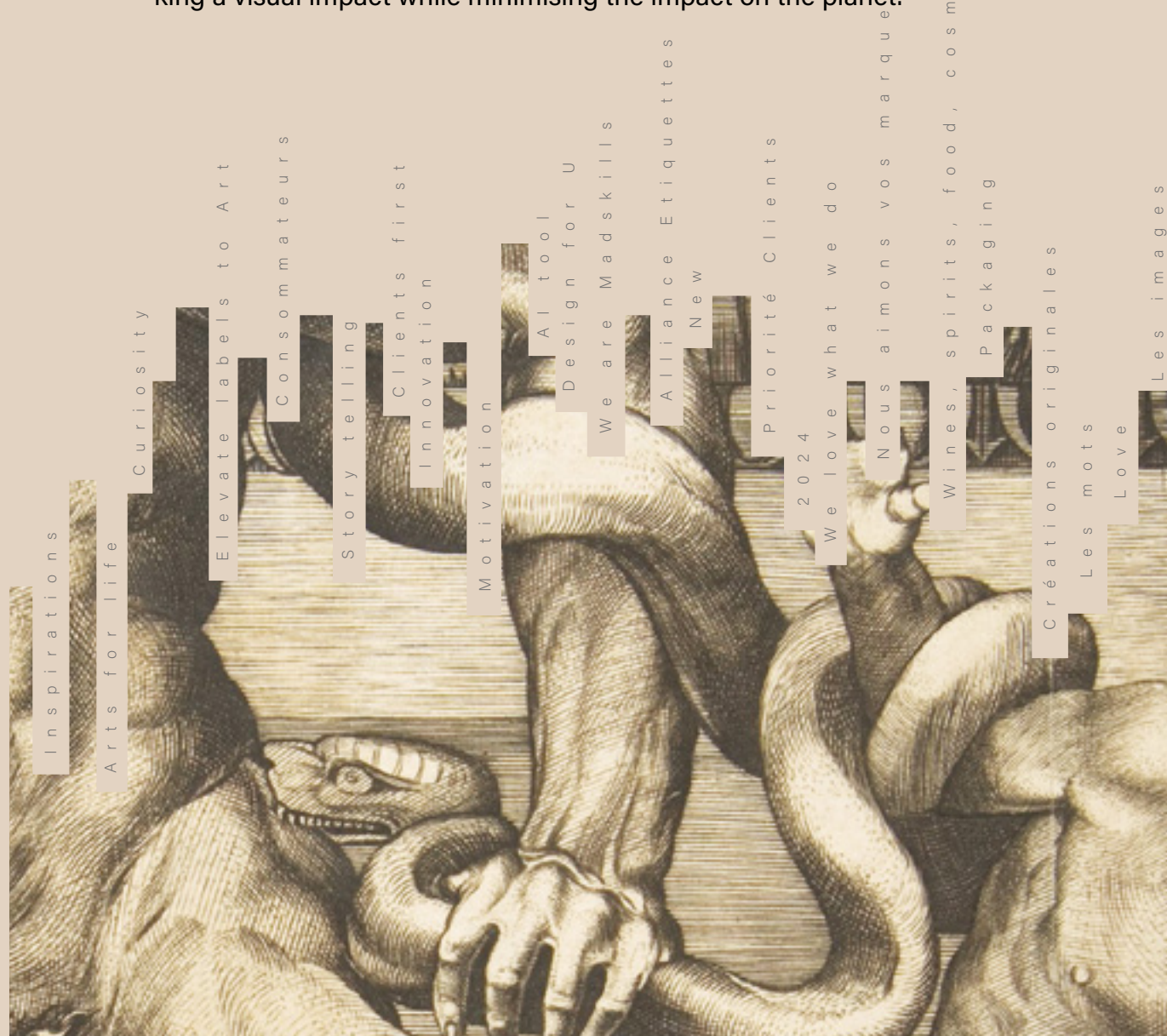
1 / EDUCATORS :

REACT BY CALMING MINDS.

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Ancient Greek art, Laocoon wine

The Laocoon sculpture is based on the Greek myth of the Trojan priest Laocoon. He was killed by 2 snakes while warning the Trojans about the Trojan horse. One of the snakes curls around the sculpted pewter bottle, creating a unique and very high-end dynamic and movement. The neck finish, made from paper containing recycled fibres and printed in 1 colour, completes the responsible packaging, making a visual impact while minimising the impact on the planet.



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Printed by : Etincia & Irisgraphic

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1 / EDUCATORS :

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Baroque Mexican art, «Calaka de Agave» tequila

A tequila with an artistic and traditional Mexican flavour: hacienda, baroque art and fiestas of the dead. A tri-material to showcase of these atmospheres. 2 papers, the first with a thick, metallic base and the second with a more structured, older feel. The pewter enhances the product, with an agave leaf finish on the stopper. A patinated pewter badge closes the label, emblazoned with the symbols of Mexico. New ideas to use Etincia for traditional product.



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2 / SIMULATORS :

REACT BY AROUNDING ADMIRATION.

Their profile : conviction, sensitivity, capricious and provocative.

Surrealism, eau-de-vie «Le feu-au-lac»

A seemingly quiet eau-de-vie that shows its strength with a cut-out that rises to form the flame. On 2 layers of white PP paper, an almost invisible pre-cut incites the consumer to reveal the spirit of the product. Creating a game with the customer is a way of building loyalty, taking the codes of eaux de vie out of the shadows in the style of Magritte - an atypical, playful label that interacts with the customer.



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Printed by : 5 sept Etiquette

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2 / SIMULATORS :

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Optical art, Stendhal syndrome Rosé in a can

Inspired by Vasarely's optical art, this visual captures the eye, hypnotises and provokes visual hallucinations. A modern urban trend brought up to date with the addition of fluorescent colours. Canned rosés, a market that is starting to move, for on-the-go, eco-responsible consumption with a young target audience. For small runs, labelling remains the essential packaging asset, offering the full range of adhesive printing embellishments.



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2 / SIMULATORS :

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Cubism, Time Lapse whisky

Braque, the inventor of Cubism, deconstructed shapes and introduced real objects into his paintings. The deconstructed label incorporates a pocket watch with a repositionable pewter cover. A collector's item to be treasured. Pewter offers remarkable solutions for transforming your labels into objects of desire and collectors' items.



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2 / SIMULATORS :

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Optical and digital art, Solar Storm spiced olive oil

The visual takes advantage of the moiré technique to create the illusion of animation: by rotating the ring around the product, an endless, hypnotic animation is created. A creation that brings the packaging to life and interacts with customers. The design consists of 2 labels, one fixed and another that rotates to reveal and animate the first, held in place by 2 lines of swelling varnish at the top and bottom. Modern, surprising and captivating !



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Printed by : Alliance Etiquettes Doué-en-Anjou

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3 / THE INSTINCTS :

REACT BY CREATING ALTERNATIVES.

Their profile : creative, transgressive, unique and experienced.

Conceptual art, The art of jam

We take the idea of the taped banana by the Italian artist Maurizio Cattelan, sold as a concept by Galerie Perrotin for 120,000 dollars. What is the price of a good idea ? Democratizing art and making it accessible in flexo printing for jams. Flexo is perfectly suited to large-scale printing for the food industry, for example.



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Mannerism, Peppino syrup of fruit

Arcimboldo, an Italian Mannerist painter, is well known for his paintings of grotesque symbolic compositions of fruits. It takes AI 4 minutes to create the illustration. The tear-off label that reveals a second label underneath is real know-how from our Italian printing house TONUTTI.



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Printed by : Tonutti





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Contemporary art, Sauvage vin

A blend of contemporary arts: street poster artists who tore up posters one on top of the other to create works of art, and the art of the stencil. 3 CSR papers, a CSR theme dear to urban consumers in search of utopia and meaning. The label is created as 3 stencils that overlap, using 3 different eco-responsible papers. The theme is to raise awareness of the disappearance of animals in order to influence responsible consumption.



Printed by : Imprimerie Laulan

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3 / THE INSTINCTS :

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Italian Renaissance, M63 vodka

Michelangelo's David is one of the most representative works of the Italian Renaissance and one of the most famous sculptures in the world. M63 vodka will play on the different parts of the statue to create surprise effects with the tear-off label that reveals the secrets kept. Guaranteed effect, collector's effect and know-how adapted to products that need to stand out.



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Printed by : Tonutti



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4 / HIGH PERFORMERS :

REACT BY ACTIVATING INNOVATION.

Their profile : urban, moralistic, reasonable and rigorous.

Culture pop, BOB bubble tea

Bob is a trendy drink: bubble tea, with graphic codes inspired by the artist Keith Haring. His aim was to make art accessible to as many people as possible. Typically aimed at city dwellers, the randomly printed label creates a collection and the desire to have all the references. An incentive to buy. Random digital printing can also be an alternative to counterfeiting.



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4 / HIGH PERFORMERS :

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Wildlife art, FREE BIRD alcohol-free gin

2 eras, 2 styles. The label is made from 2 eco-responsible papers, and the torn effect is simulated in the print. A pewter badge enhances the label, in keeping with the Gins nomenclature, and gives the main information without altering the design based on a mixing of papers.



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Portrait, EUDAIMONIA sparkling wine

Modigliani revolutionised the art of women's portraiture, and sparkling wine, like the search for a different way to consume wine, is using this code to enhance quality with microengravings and curves to attract an urban female target looking for the exceptional. The details are pushed to the limit in a modern, wired way, which is what microengravings makes possible.



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Contemporary art, COSMETICS SOULAGE

Pierre Soulages, the master of black, who gave light to black with his lines and curves, is ideal for a cosmetic packaging and label set that plays on subtle elegance. The matt black box is decorated with fine curved or varnished lines that add relief and light. The gloss black label uses the same techniques for a subtle, luxurious finish.



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Printed by : Label Imprime

Inspirations

Arts for life

Curiosity

Elevate labels to Art

Consommateurs

Story telling

Clients first

Innovation

Motivation

A I t o o I

Design for U

We are Mad skills

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New w

Priorité Clients

2024

We love what we do

Nous aimons vos marques

Wines, spirits, food, cosmetics

Packaging

Créations originales

Les mots

Love

Les images

All designs, technical productions and printing are created by

ALLIANCE ETIQUETTES

& CURIOSITY *THE CREATIVE DESIGN AGENCY OF ALLIANCE ETIQUETTES*

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Thanks to our partners :

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Printing plates : Albertin Cliches - SGM

Closures : Vinolok - Estal

We - ART Labels # COLLECTION 04

I n s p i r a t i o n s

A r t s f o r l i f e

C u r i o s i t y

E l e v a t e l a b e l s t o A r t

C o n s o m m a t e u r s

S t o r y t e l l i n g

C l i e n t s f i r s t
I n n o v a t i o n

M o t i v a t i o n

A l t o o l
D e s i g n f o r U

W e a r e M a d s k i l l s

A l l i a n c e E t i q u e t t e s
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P r i o r i t é C l i e n t s

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W e l o v e w h a t w e d o

N o u s a i m o n s v o s m a r q u e s

W i n e s , s p i r i t s , f o o d , c o s m e t i c s
P a c k a g i n g

C r é a t i o n s o r i g i n a l e s

L e s m o t s

L o v e

L e s i m a g e s

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Collection #04 / 2024

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