

centdegrees<sup>法尚</sup>

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始于1988 全方位设计公司

**CREATIVE ACTIVISTS** SINCE  
1988

爱中国爱创造，法尚  
with love!

## 60 INGREDIENTS & PERSPECTIVES, A celebration of friendship between China and France through scents!



2024 Luxe Pack Shanghai unique experience is made possible by a collective intelligence of centdegrés, Aromasong Cosmetics, Fupon Intelligent Technology, LPLUS Packaging, MANE (Shanghai) Fragrances & Flavours, MingFeng Packaging, Qiwang Paper, Chinese Artistic Perfume Awards, and Wewood Packaging.

As a **non-profitable** project, “60 Ingredients & Perspectives”, partnering with Luxe Pack, is aimed to help the Chinese **beauty and fragrance** market to discover more possibilities. It is reported that the Chinese market is increasingly attracted by cultural interpretation of brands, so the project helps the industry to start **a cross-cultural dialogue**: “what cultural elements lies in fragrances?” Through the discussion among all collaborators, it adds to the cultural values of perfume, discovering the potential values that meet consumer needs.



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Denis, in this incredible installation designed by centdegrés, we are showcasing 60 ingredients coming from Mane fragrance house : 30 from France and 30 from China.

From a family adventure...to an international group  
...WITH 150 YEARS OF HISTORY  
Top 5 F&F Company



« WITH 150 YEAR-OLD  
EXPERIENCE WE  
CONTINUOUSLY STRIVE FOR  
EXCELLENCE »

The President of MANE Group  
Jean Mane



## NAMING

60 Ingredients & Perspectives

The number "60" not only represents the rotation of minutes and hours,  
In Chinese culture, it also represents the centurial circulation.  
In 2024, to celebrate the important moment of the 60th anniversary of Sino-French relations,  
As a global platform for cutting-edge packaging and innovation cooperation,  
60 Ingredients & Perspectives  
Demonstrates the new times of cultural exchanges and packaging co-creation between China and France,  
Through the aesthetics of fragrance.





**NAMING**

60 Ingredients & Perspectives

# 60 BLOSSOMS

The 60 cycles of blooming flowers corresponds to 60 years, and the colorful flowers also reflect the brilliant achievements of the exchanges and co-creation between the two peoples.



## NAMING

60 Ingredients & Perspectives

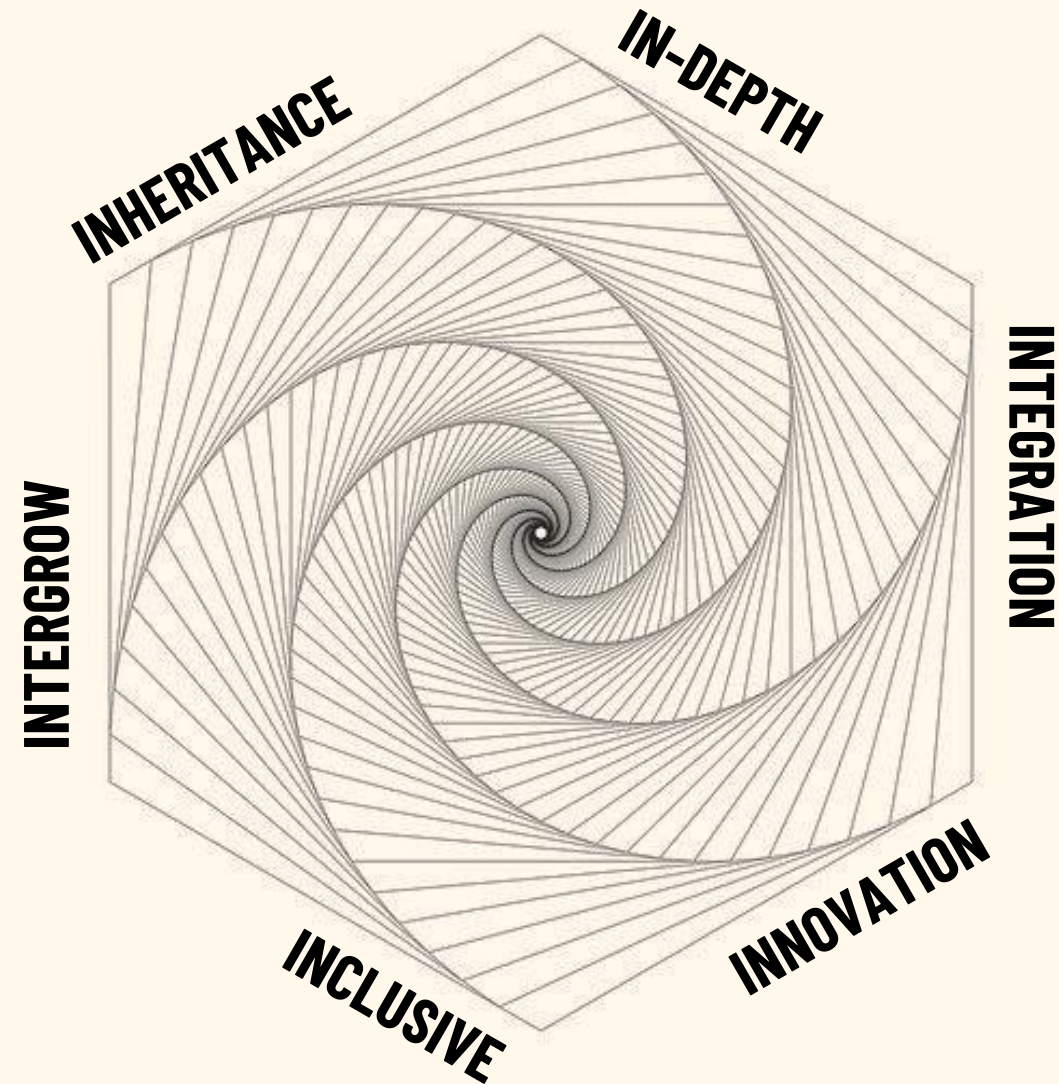


# 60 Ingredients & Aroma

Using 60 different ingredients to represent the basic cultural elements in both countries, we create the aroma of collaboration & deep friendship with countless interactivities.

## NAMING

60 Ingredients & Perspectives



# 60 PERSPECTIVES

*In*sight of culture, knowledge and beauty.

- **In**heritance & **In**novation: conversation of both old & new in both countries.
- **In**-depth & **In**clusive: collaboration that seek for deep communication while embracing diversity.
- **In**tegration & **In**tergrow: the collaboration not only combines the existing, but is also new opportunities of co-creation.



60 INGREDIENTS & PERSPECTIVES, A celebration of friendship between China and France through scents!

Centdegrés and MANE create the cultural narratives for 6 different ingredients that are representative in the scent history of China and France.





茉莉新盞

GOLDEN JASMINE





秋暖姜风

AUTUMN GINGER





一礼焚烟

**MOUNTAINS INCENSE**



无花之秘

SECRET FIG TREE



An aerial photograph of a turbulent ocean. The water is a deep, dark teal color, with white foam from the waves creating a complex, swirling pattern. A thick layer of white mist or sea spray hangs over the water, partially obscuring the view. In the upper left, a faint rainbow is visible through the mist. The overall mood is dramatic and powerful.

云蒸海盐

SALTY MIST



The image shows the interior of the Rose Trianon, a grand hall with a series of tall, fluted columns. The columns are decorated with vertical bands of reddish-orange marble. The floor is made of dark and light tiles in a checkered pattern. Sunlight streams in from the left, creating long shadows and highlighting the architectural details. The text "玫瑰新宮" is overlaid in white on the right side of the image.

# 玫瑰新宮

ROSE TRIANON





**merci**   
**谢谢**



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**想得远 THINK FAR**  
**做得好 DO WELL**

INTERNATIONAL CREATIVE AGENCY SINCE 1988