

centdegrees 法尚

WWW.CENTDEGRES.COM
WWW.CREATED-IN-CHINA.COM.CN

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” is a special **perfume project** developed for Luxe Pack Shanghai 2024 by centdegrés China, a Paris-based design agency. The project is in collaboration with French Fragrance manufacturer MANE, and a Chinese local network of perfume experts, including Aromasong, Fupon, LPLUS, MingFeng Packaging, Qiwan Paper, Wewood Packaging and MAGNOLIA Awards.

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.



In the project, olfactive experiences are considered the connection between the two cultures. Centdegrés designed an experiential installation that told the stories of 60 different fragrance ingredients coming from Mane fragrance house : 30 from France and 30 from China, in celebration of the 60th anniversary of Sino-France friendship.

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





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



- “60 Ingredients & Perspectives” introduces the dimension of culture to the perfume industry. While most products focus on the commodity character of perfumes, we interpret it in a cultural-communicative manner.
- It also introduces olfactive experience to Franco-Chinese cultural communication. It elevates the dialogue into a more immersive extent, given smell is the subtle sense that brings deep associative memories.
- On the business level, the project innovatively combines the whole network of perfume industry, from concept creation to manufacture, and builds a platform for all participants to get involved in the creation of a new creation.

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.



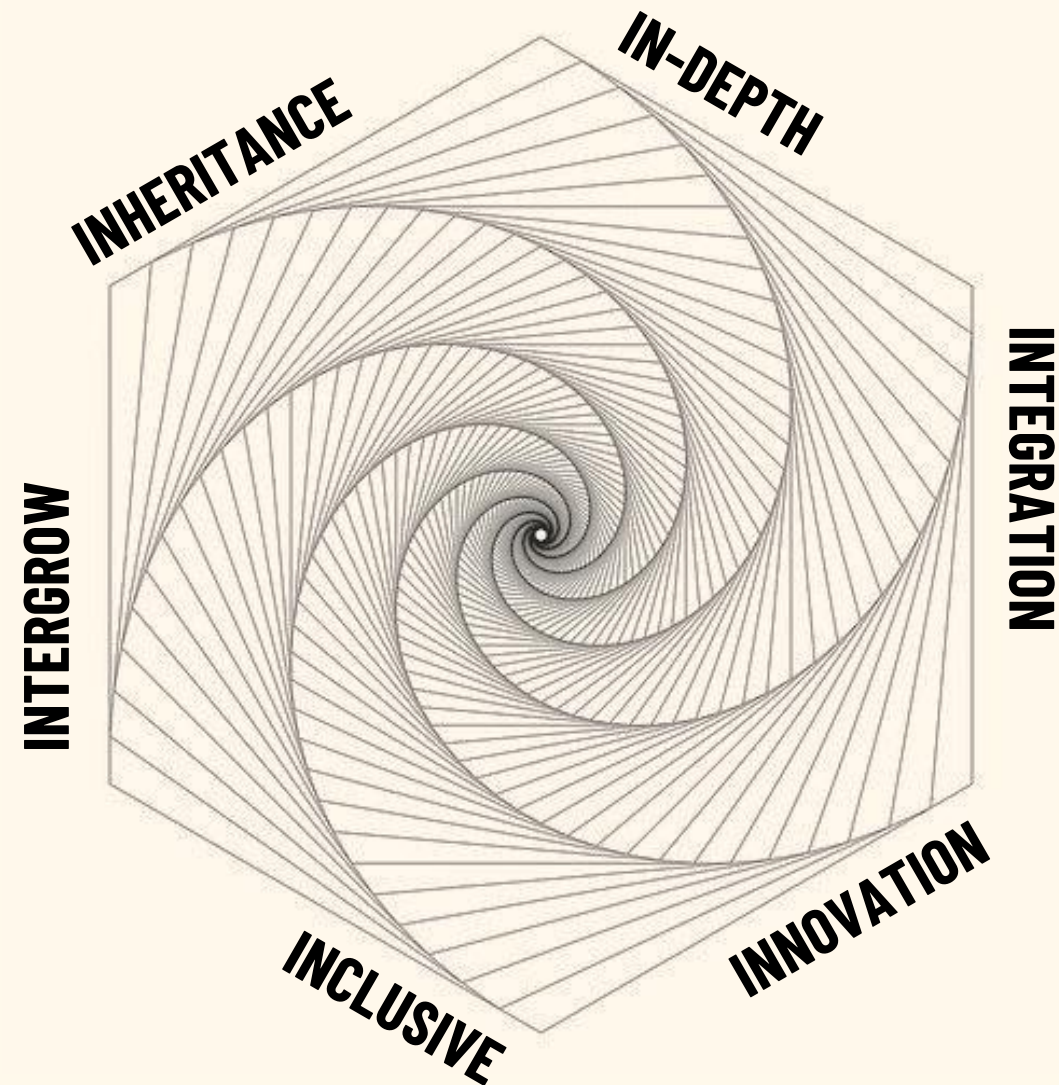
60 BLOSSOMS

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.



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.



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.

02 / Design Concept

Logo



The LOGO design takes hexagon as the core element, which not only represents the national map of France, but also pays tribute to the traditional Chinese garden windows. The design details incorporate the number "60", the brushstrokes of Chinese calligraphy and seal elements, depicting the in-depth and meaningful communication between China and France over the past 60 years through various details.

- *What does the innovation change in this market?*

According to reports, the Chinese perfume market is increasing at an amazing pace. The innovation is a booster for Chinese perfume makers. It also helps French perfumery masters like MANE to discover opportunities in the booming market, giving legitimate power to French perfume heritage in China.

- *How does the innovation improve the function or services offered?*

Traditionally, the completion of a perfume product requires getting in touch with different part of the supply chain. However, the joint innovation of “60 Ingredients & Perspectives” helps to create a one-stop service, where all process of creating perfumes are included. From the industrial perspective, it is also a project of resources integration.

- *How does the innovation improve market penetration?*

Introducing the fragrance ingredients from France and China, the project makes all audience, including partners and consumers, more familiar with the professional knowledge of fragrance heritage. Through customer education, the project draw closer the distance between consumers and the professional perfumery.



- Consumers benefits

Getting familiar with the ingredients' stories, consumers getting more knowledge about perfume properties. It helps consumers be more conscious of their own choices in purchasing.

The story telling also gives cultural values to the daily usage of fragrance. Through the narratives, consumers will be more aware of the culture behind what they smell every day.

- Social/working conditions

"60 Ingredients & Perspectives" helps build up the perspective of historical heritage. By strengthening the importance of scent traditions, the project echoes with the pride of everyone's own cultural background.

- Promotion of art, literature, and science

Perfumery is considered as the combination of sensual art and chemistry science. The application of modern perfumery techniques enables the artistic experiences to create deeper values.



- Promotion of language, history, and people

All the 60 ingredients mentioned in the project are derived from the historical tradition of scent in France and China. In the project, scents become the expressions that connect individuals with the length of time.

- Promotion of values, standards, and institutions

The collaborators embrace a shared value, that perfume is more than a purchasable product. It is a crystallization of heritage, know-how and aesthetical development. With the time goes, every generation of people deserves to have their own fragrance of culture.

- Promotion of intercultural awareness, knowledge and understanding

The innovative design to combine the two different fragrances of France and China is more than a metaphor of intercultural communication: it shows a deeper connection in the smell experience, that Chinese and French people can enjoy the resonance in fragrance, and celebrate the harmony of connection and co-creation.





璞颂
AROMASONG

PP 设计

Lplus 良源包装科技

MANE

MF 陆零
MingFeng Packaging

祺望纸业
QIWANG PAPER

正兴工艺
WEWOOD PACKAGING

I
茉莉新盏
Golden Jasmine
昨夜院中，
一捧被急雨打湿的茉莉。
A handful of jasmine,
wet by the rain last night
in the garden.

II
秋暖姜风
Autumn Ginger
一杯初秋温暖的姜茶。
A cup of warm ginger tea
in early autumn.

III
一礼焚烟
Mountains Incense
山间何处一寺，
一缕青烟入雾林。
A wisp of incense into the fog forest,
from an unknown temple.

LUXEPACK
SHANGHAI

I&P
INGREDIENTS & PERSPECTIVES
香循 陆零

centdegres
法尚

IV
无花之秘
Secret Fig Tree
遥远平原上一棵
无人知晓的无花果树。
An unknown fig tree
on a distant plain.

V
云蒸海盐
Salty Mist
随着盖朗德的蒸腾雾气，
海盐涌入云中。
Sea salt pours into the clouds
with Guérande's steaming mist.

VI
玫瑰新宫
Rose Trianon
女皇后花园的特里亚玫瑰含苞待放。
The Trianon roses are budding
in the Queen's back garden.

merci 
谢谢



centdegrés Copyright © 2024 all rights reserved

想得远 THINK FAR
做得好 DO WELL

INTERNATIONAL CREATIVE AGENCY SINCE 1988