



## **CLOSURE IS AN ILLICIT LUXURY**

RPC beauté has developed a custom-designed high quality closure for Jimmy Choo Illicit eau de parfum.

Launched in September 2015, Illicit is the third feminine fragrance created by Jimmy Choo and the first to include a closure from RPC beauté.

Featuring a cap and neck collar injection moulded in ABS, the closure has been designed for the three bottle sizes – 40, 60 and 100ml – in the range.

The simplicity of the cube-shaped cap offers an effective contrast to the intricate art deco silhouette design of the bottle to establish a distinctive and individual appearance that reflects the premium image of the perfume.

To further enhance the feeling of luxury for the end consumer, the cap and collar are electroplated with a metallic white gold finish, while the cap is weighted with injected zamak.

This latest collaboration with Interparfums underlines RPC beauté's longstanding reputation for the design and manufacture of luxury fragrance components and its advanced in-house manufacturing and decoration facilities. The four parts that make up the solution for Illicit are all assembled automatically.

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