

PACKAGING CONCEPT DEVELOPMENT FOR SUSTAINABILITY IN THE LUXURY SECTOR - VISTA ALEGRE CASE STUDY

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Summary: This work explores the innovative potential of packaging design within the luxury market, focusing on Vista Alegre, a prestigious Portuguese brand renowned for its porcelain and crystal products. The project aims to develop a packaging concept that enhances product value while aligning with contemporary sustainability principles, reinforcing Vista Alegre's brand prestige.

A literature review examines the fundamentals of packaging, highlighting its role in product presentation and preservation. It then explores the luxury goods sector, where packaging serves as a key differentiator through superior design and craftsmanship. Key themes include the interplay between design, branding, and consumer experience, with a strong emphasis on sustainability through material selection and multi-purposed, transformative and up-cyclable packaging design strategies. The methodology follows a comprehensive product development process, detailing stages from initial design and concept generation to prototyping and validation. Advanced technologies such as Computer-Aided Design (CAD) modeling and 3D printing are leveraged to ensure both aesthetic and functional excellence in prototyping. The proposed packaging concept integrates additional functionality through reusability, enhancing the unboxing experience and fostering consumer engagement not only for the product but also for the upcycled packaging strategies.

This paper underscores the crucial role of innovative packaging in the luxury market, particularly in enhancing brand value and consumer satisfaction. The proposed design not only ensures product protection and elegant presentation but also serves as a reusable, aesthetically appealing item, promoting both sustainability and brand loyalty.