



Sonia Rykiel

Innovation and expertise come together in a stylish, high performance pump and closure

Challenge

Sonia Rykiel is renowned for her range of clothes, bags, belts and fragrances.

Our challenge was to provide a pump, closure and sampler suitable for a new Sonia Rykiel product, the fragrance, Rykiel Woman.

Innovation

For the closure: Our brief was to add metal nail shapes to a black closure.

We created a more stylish solution.

The nail shapes became instead an integral part of the mould. We moulded the closure in black PCTA and metallised it in gold. The closure was then cleaned using a laser, revealing the colour beneath the gold.

For the pump: Our SP6 pump is ultra-compact and ultra-responsive. Whatever the pressure, the original hydraulic amplification system guarantees a perfectly formed spray.

For the sampler: The sampler matches the elegance of the fragrance.

We are the inventors of the Sofisitic range, the sampler that's essential for perfume launches worldwide.



Experience

We produced a stylish, high-performance pump and closure for Rykiel Woman.

Strong and stylish

No. 2 density plastic is used for a good weight in the hand.

Every 'nail head' has a different shape and position.

Optimal design

An even spray with the lightest of pressures.

The low crimp-on pump is a perfect match for daring bottle shapes.

Efficient elegance

Delivers up to twice as much as other low-profile pumps with no increase in size.

The beauty is in the detail – coloured actuators and a transparent capillary tube.