#Packaging

Anaïk and Collaborations Between **Beauty Boxes** and **Lifestyle Brands**

Anaïk, a B-Corp-certified gift creator, facilitates partnerships between beauty boxes and lifestyle brands, addressing the challenges of a rapidly evolving market.

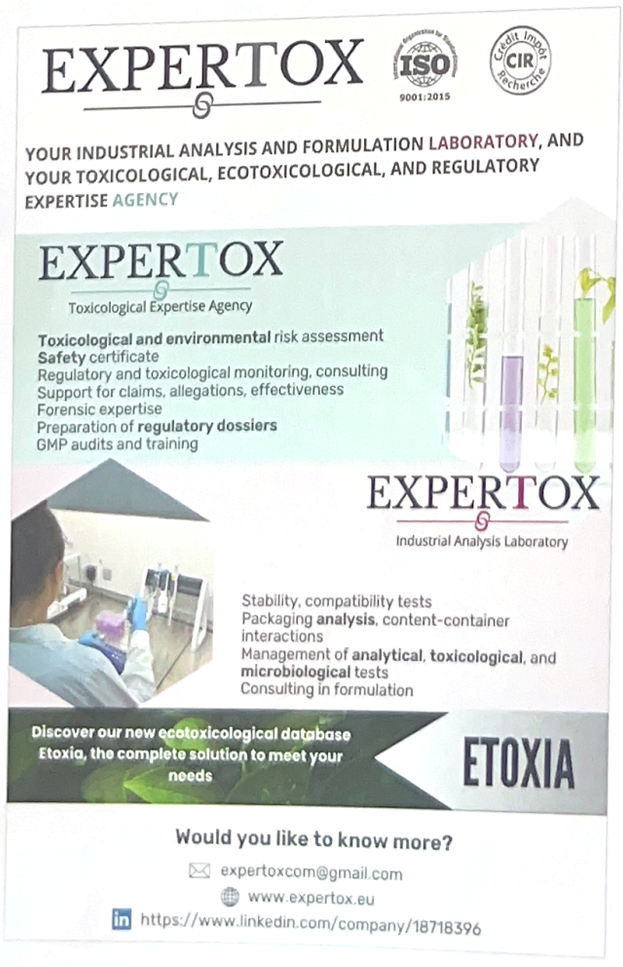
Anaïk, a company specializing in the design and manufacturing of gifts, accessories, and promotional sets, plays a key role in the beauty box ecosystem. By orchestrating collaborations with brands such as Glowria, Prescription Lab, and Biotyfull Box, Anaïk supports its clients in developing high value-added products, thereby setting new benchmarks within the sector.



The Collaboration as a Strategic Lever

In an increasingly competitive beauty box market, partnering with established brands has become a key differentiating factor. The objective for box players is to enhance the perceived value of their sets, create a memorable unboxing experience, and drive social media engagement. By teaming up with well-known brands, Anaïk enables its clients to access exclusive creations while optimizing costs.

Valentine Dupire, Partnership Project Leader at Anaïk, emphasizes: *"We drive the concept of collaboration, we build a shared story between one of our clients and a brand, and then we secure every stage, from creation to the finished product."* This approach not only ensures that developments remain aligned with the partner brands' DNA, but also guarantees compliance with legal and production requirements.



A Multidimensional Expertise

Anaïk also positions itself as a facilitator, leveraging both its portfolio of partner brands and its cross-functional expertise. The company manages end-to-end projects, from creative design through to delivery, ensuring that every step remains consistent with both client expectations and brand guidelines. This approach is reflected in distinctive designs, such as signature leopard patterns for Bérénice or emblematic jewelry pieces for Clio Blue.

With over 50 years of experience, Anaïk demonstrates a strong commitment to eco-design and the integration of CSR principles. Founded in 1973 in Roubaix (France), the company now operates six offices worldwide and employs more than 100 people, further strengthening its capacity to innovate and address evolving industry challenges. ●

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