

Press Release, October 2, 2023

## Texen designs the cap for new Yves Saint Laurent men's fragrance MYSLF

**For this major launch, the house of Yves Saint Laurent chose an ultra-premium, refillable pack. It entrusted Texen with the development of a specific cap that represented a multitude of technical and esthetic challenges.**

With an understated, minimalistic look, MYSLF Eau de Parfum with its woody notes is available in three formats with an identical cap. For this product, Texen continues its historic collaboration with the brand, bringing all its expertise in the fragrance segment and with eco-designed products to the table.

### A turnkey creation

The cap is distinguished by a design that is remarkably subtle. Its outline and décor create a play of light and shade.

Once the body of the cap and its insert are injected, each component is decorated and assembled in-line. The finished product is thus delivered pre-assembled to the brand.

The YSL logo is engraved inside the insert and on top of the cap, both perfectly aligned with the cap and the face of the bottle.

### The magic of décor

Involving highly technical expertise on the part of Texen, the esthetics of the decoration used are based on a high-solid varnish with extremely low solvent content, followed by pad printing on the top; this creates a daring contrast between the shiny sides and the matte top, highlighting the elegant ridge of the cap's edges.

In addition, the pad-printing hugs the slightest contours of the letters, revealing their texture. The fineness of the grain and the ultra-smooth surfaces can be clearly distinguished, making the technical complexity of making the parts undetectable.

### Challenges and commitment

From the particularly complex injection process to the different decoration steps, Texen ran a multitude of tests and invested in the most sophisticated processes to achieve the level of quality to which it was just as committed as the L'Oréal development teams (calibration and adjustment of industrial processes, decoration techniques, inspection by camera...).

The Texen group as such confirms its leadership in highly technical luxury fragrance caps.

