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9 Law Drive

Fairfield, NJ 07004

973.227.8080

turchette.com

News Release

client: **IBG (Innovative Beauty Group)**

contact: Caitlin Bishop

Turchette Agency

(973) 227-8080, ext. 129

[cbishop@turchette.com](mailto:cbishop@turchette.com)

Mieke Jochemsen

IBG (Innovative Beauty Group)

+31(6) 20636767

[Mieke.jochemsen@group-ibg.com](mailto:Mieke.jochemsen@group-ibg.com)

**Innovative Beauty Group’s Robbert Anthony Bouman Named Future Leader for Paris Packaging Week 2025**

***Recognition highlights Bouman’s impactful progress in the beauty packaging industry.***

*Paris, France –* **Innovative Beauty Group (IBG)**,a leading global beauty solutions provider, announces that **Robbert Anthony Bouman, Design Director Europe**, has been named a **Future Leader of Paris Packaging Week 2025,** January 28-29. The prestigious recognition celebrates Bouman’s outstanding contributions to beauty packaging, and highlights his growing influence as a visionary leader in design and innovation.

Paris Packaging Week is a premier event for the global packaging industry, bringing together professionals from the beauty, luxury, drinks, and aerosol markets to showcase the latest innovations, trends, and sustainable solutions. The event provides a platform for over 650 exhibitors and attracts more than 12,000 attendees from around the world. Each year, the Future Leaders program recognizes top emerging talents under the age of 30 who are shaping the future of packaging.

With nearly a decade of experience in the cosmetic industry, Bouman has distinguished himself as a pioneer and visionary. His journey began at FASTEN Packaging, where he joined as an intern at the age of 19. Demonstrating exceptional creativity and innovation, he quickly rose through the ranks to become Creative Director and later Design Director for Europe. Now, at just 27, Bouman oversees all branding, design, and marketing activities for the European market within IBG, which includes Orchard Custom Beauty and FASTEN Packaging.

Bouman’s success stems from his impressive ability to blend luxury, quality, and accessibility in his designs. To further the burgeoning affordable luxury segment, he has consistently created high-quality beauty packaging solutions tailored to the discount retailer market. His forward-thinking approach has allowed him to thrive in an ever-evolving industry, continually delivering beauty products that resonate with consumers while pushing the boundaries of design.

"I'm honored to be named a Future Leader at such a globally renowned event," said Bouman. "IBG has always been committed to pushing the boundaries of packaging innovation, and I'm excited to continue leading projects that reflect our values of sustainability and creativity."

IBG will be exhibiting at **Paris Packaging Week 2025** at **Booth K100,** showcasing its latest beauty packaging innovations. During the event, Bouman will also participate in a panel discussion on future innovation, further underscoring his thought leadership in the industry.

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**About IBG**

IBG (Innovative Beauty Group), comprised of Orchard Custom Beauty, FASTEN Packaging and Roberts Beauty, is a leading global beauty solutions provider proudly serving some of the world’s most dynamic mass and prestige beauty brands. IBG supports its customers with agile project management expertise combined with innovative design, sourcing, formula development, bespoke packaging, and accessories for all product categories.

With a global team of beauty experts and a distinctly personal approach, IBG empowers all its clients – from established beauty brands to first-time private label retailers – with strategic partnerships that bring visions to life, and products seamlessly to market. The company has offices in Shanghai, Los Angeles, New York, Toronto, the Netherlands, and Paris.

For more information, visit <https://innovativebeautygroup.com/>.