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FRAGRANCE & BEAUTY PACKAGING

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Coverpla takes part in the creation of French Cowboy in partnership with Anna Zini

For the recent launch of French Cowboy fragrances, consultancy Anna Zini Fragrances & Cosmetics called on Coverpla for global primary packaging development: bottle, cap, pump and bespoke color solutions.

French Cowboy was created in Paris in 2025 by Givaudan perfumer Ashley Santiago and Adrien Ollat. The young brand stands for fragrance that is original and radically accessible while remaining infused with the codes of *Haute Parfumerie*. It stands out for its co-creation approach, working with creatives from different sectors including art, dance and gastronomy. Pear Pavlova was born from a collaboration with contemporary dancer Allie Goodbun. The scent is inspired by movement, a light and airy gourmand coupling fruity freshness with musky sensuality. Mezcal Chocolat was co-created with French chef Mathis Molinié, evoking cooking, fire and unexpected accords between spices and chocolate.

Coverpla and the pleasure of the senses

To translate the creative stamp of these two unisex fragrances, Coverpla suggested the Destiny bottle in a 100ml format combined with the Gator cap as well as a combination of pump and pump cover. Each bottle is decorated and the cap colored by Coverpla to express the brand's creative universe of bright colors and bold graphic design.

"Coverpla was an important partner in the launch of French Cowboy. Its teams fully understood the challenges and demands of an ambitious young brand and accompanied it with true creative and industrial sensitivity," declare Ashley Santiago and Adrien Ollat.

"French Cowboy demonstrates how the constraint of existing shapes can become an excellent driver of creativity. Starting with one of Coverpla's signature products and thanks to a combination of mix & match, color and finishing, we created a strikingly differentiated product. Because the founders carried a clear vision, and because Coverpla was able to understand clearly and react fast, the project came together quite naturally: smoothly, quickly and in a spirit of collaboration," comments Anna Zini, founder of Anna Zini Fragrances & Cosmetics.