

# Luminous Collection



With 15 years of consecutive growth, champagne and sparkling have become the “it” wines of today’s consumers looking to celebrate more, more often. Rose, too, is now fashionably premium, with a social media presence, versatility and affordability that make it the preferred choice of image-aware millennials. All in all, these wines are having a serious moment -- one that’s predicted to last well into the foreseeable future, according to Beverage Dynamics.

To help converters and brand owners ride the category wave, the Avery Dennison Luminous Collection offers distinct papers with a subtle radiance for not-so-subtle shelf appeal. Including silver, white, black, textured and patterned options, these papers shimmer and shine with stunning effect, drawing the eye by capturing luminous, reflected light.

With its new aesthetic, our Luminous Collection reflects a larger consumer trend for sparkle. Sparkle has been a major trend on the runways in recent seasons and according to experts, is a trend that has no age limit.

### Key Features

- Facestocks in a range of colors, patterns and shimmer
- FSC®-certified facestocks
- Suitable for advanced design techniques like embossing and foiling
- Good printability

### Application Areas

- Champagnes
- Sparkling wines
- Rosés

Spec#	Product Description
53663	Fasson® 67# Brushed Platinum Wet-Strength/AT20N/1.2 Mil PET
C1894	Fasson® 60# Frozen Orion Diamond Wet-Strength FSC®/AT20/1.2 Mil PET
C2557	Fasson® 60# Frozen Orion Diamond Wet-Strength FSC®/AT20/44#PK
B9678	Fasson® 64# Sparkling Asti Wet-Strength FSC®/Z2010/1.2 Mil PET
53607	Fasson® 64# White Pearl Wet-Strength FSC®/AT20N/1.2 Mil PET
B5794	Fasson® 64# White Pearl Wet-Strength FSC®/Z2010/1.2 Mil PET
C2909	Fasson® 144# Silver Alloy FSC®/Z2010B/1.2 Mil PET

All of these products offer unique characteristics and features, and beside being tested with the main printing and decoration techniques, they require specific attention when converted. Our representatives are here to advise you in every detail.

For more information and lead times, visit  
[label.averydennison.com/wineandspirits](http://label.averydennison.com/wineandspirits).

[label.averydennison.com](http://label.averydennison.com)

A486 02/2025

All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison products are sold subject to Avery Dennison's general terms and conditions of sale found at [label.averydennison.com/en/home/terms-and-conditions.html](http://label.averydennison.com/en/home/terms-and-conditions.html).

© 2025 Avery Dennison Corporation. All rights reserved. The "Making Possible" tagline, Avery Dennison and all other Avery Dennison brands, product names and codes are trademarks of Avery Dennison Corporation. All other brands or product names are trademarks of their respective owners. Fortune 500® is a trademark of Time, Inc. Branding and other information on any samples depicted are fictitious. Any resemblance to actual names is purely coincidental.