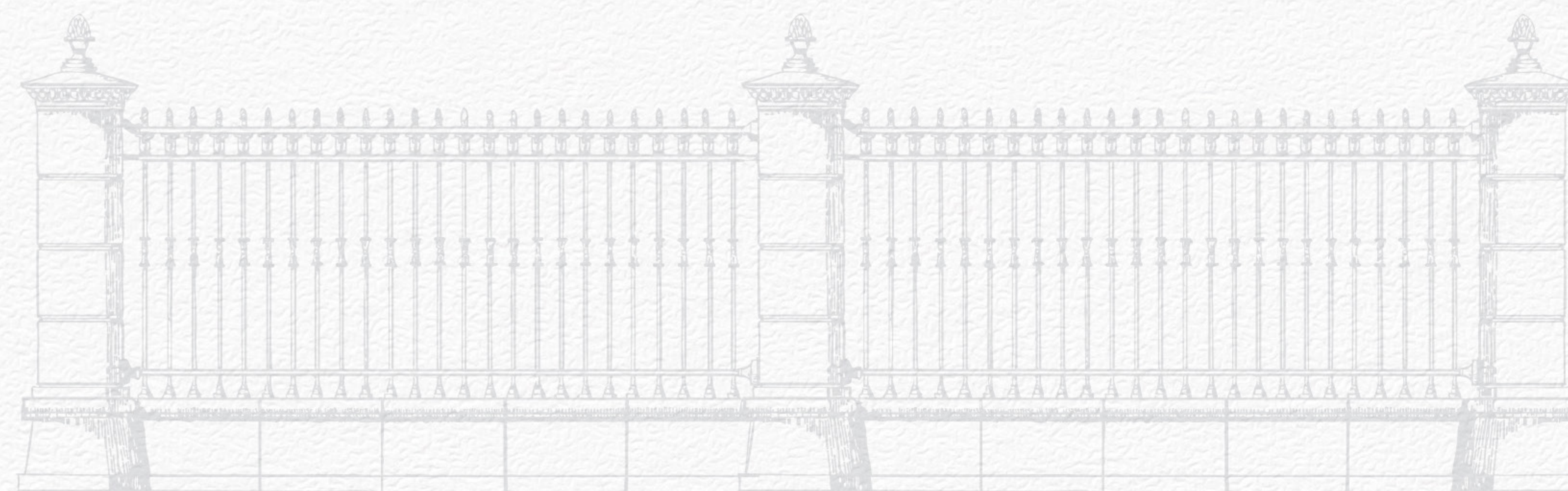


*Baccarat*  
PART 1 BRAND SYSTEMS



## BRAND ANALYSIS

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- BRAND HISTORY
- BRAND PHILOSOPHY
- CONSUMER
- COMPETITORS
- MARKET POSITION
- REVENUE
- SWOT





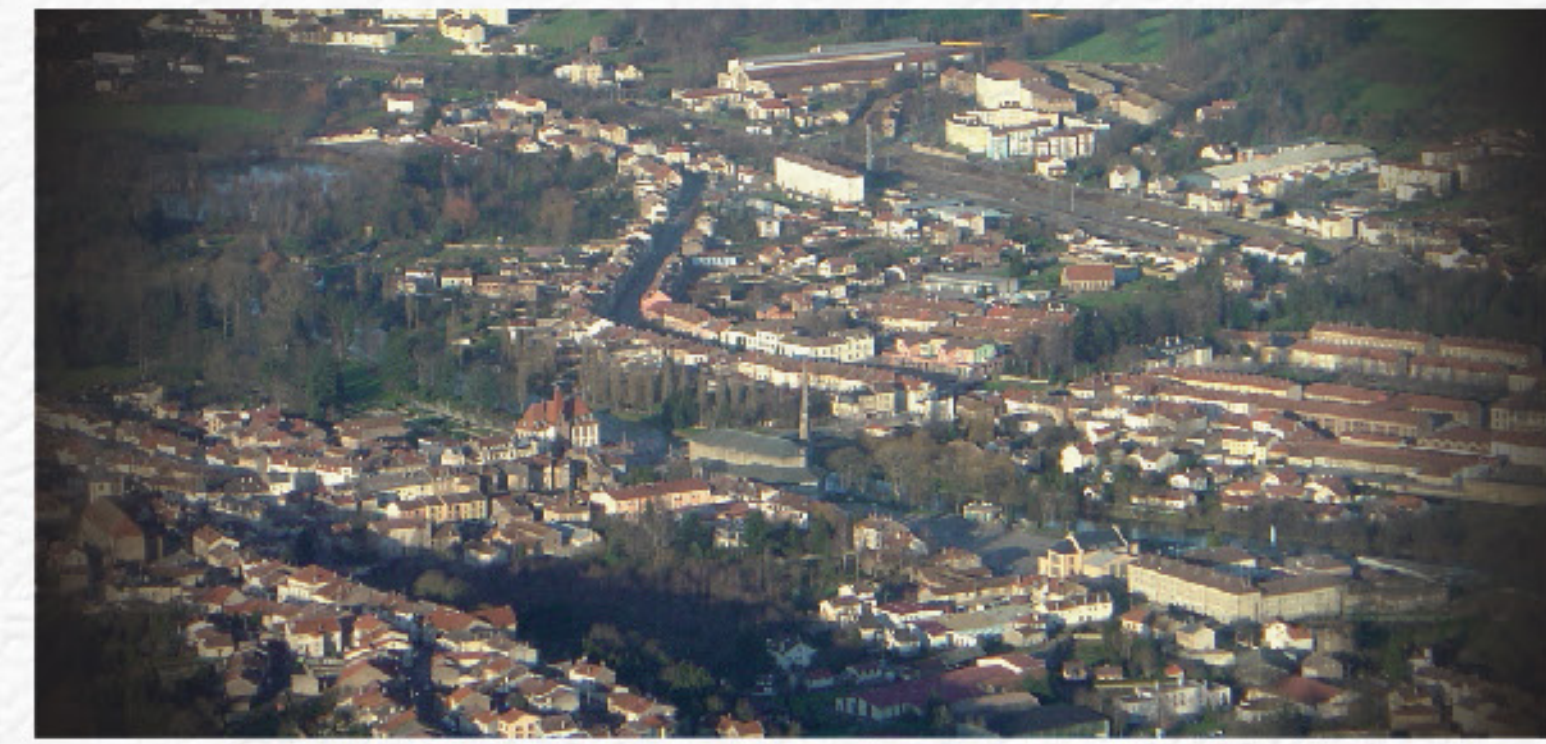
## BRAND HISTORY



# TIMELINE

This section details important moments in Baccarat's many years as a brand. The history, business, and product points shown here reflect Baccarat's dedication to craftsmanship and luxury

1765



### FOUNDING

Baccarat Glass was established by the Bishop of Metz, Louis de Montmorency-Laval, who wanted to encourage industry in the little French village of Baccarat, making all kinds of utility glassware (windows, bottles, mirrors, stemware).

1822



### COMPAGNIE DES CRISTALLERIES

D'Artigues sold the glassworks and the new owners set up the Compagnie des Cristalleries de Baccarat (keeping Voneche as part of the name until 1843). It soon became and remains today, the foremost glassworks in France.

1830s



### COLORED GLASS

Baccarat introduces colored and pressed glass products, also seeking new customers in Europe and Americas

1815



### VONECHE

The owner of Voneche, a Parisian named Aime-Gabriel D'Artigues, bought the Baccarat glassworks so that he could re-establish his business in France and continue to serve French customers.

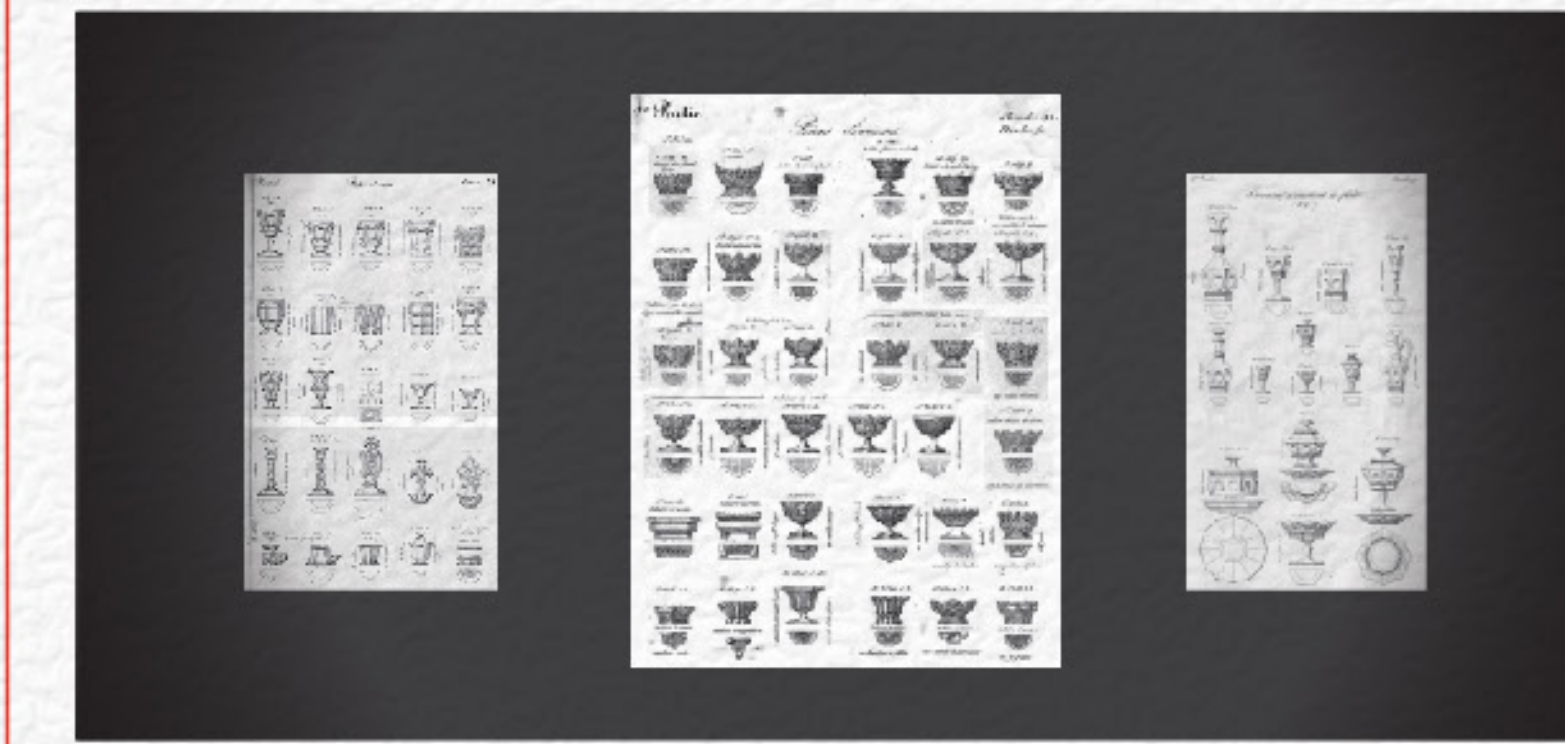
1823



### ROYAL COMMISSIONS

Baccarat received its first royal commission by King Louis XVIII. Afterwards, Baccarat received many royal commissions throughout the world

1832



### MERGER

Baccarat and a rival glasshouse, the Compagnie des Cristalleries de St. Louis in Moselle, joined with Parisian wholesalers to create Launay, Hautin & Cie

1816



### FIRST CRYSTAL

1816 when the first crystal oven went into operation. By this time, over 3000 workers were employed at the site.

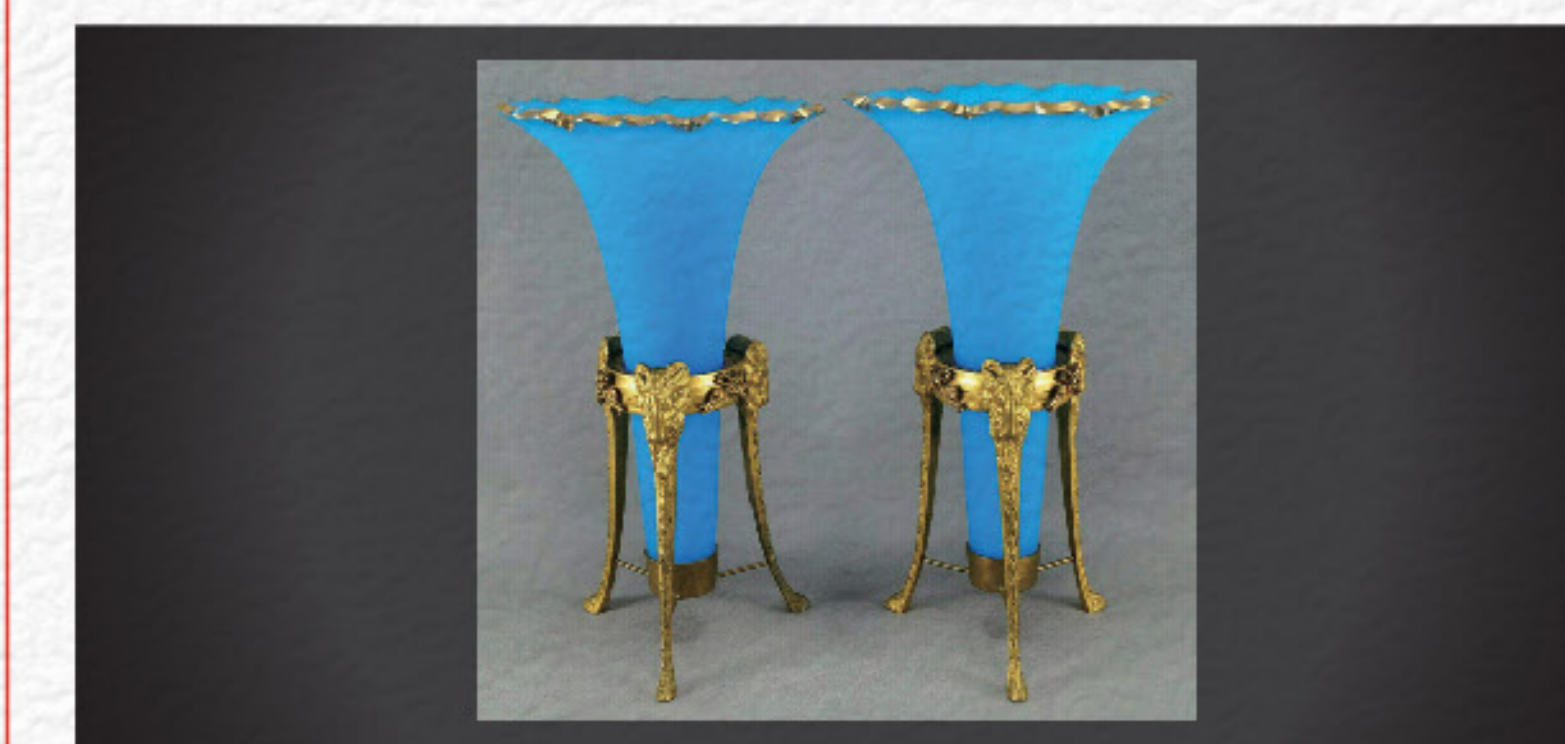
1827



### NEW LIGHT

Baccarat became the first French crystal manufacturer to exhibit lighting fixtures with candles

1839



### RECOGNITION

Introduction of colored crystal, the first in France, winning a gold medal at National Exposition of French Industrial Products



# TIMELINE

1841



## CRYSTAL CLEAR

François-Eugène de Fontenay discovered that by the addition of the nickel oxide in the manufacturing process, a perfectly clear product, 'crystal glass', free of discolouration and imitating precious rock crystal was produced.

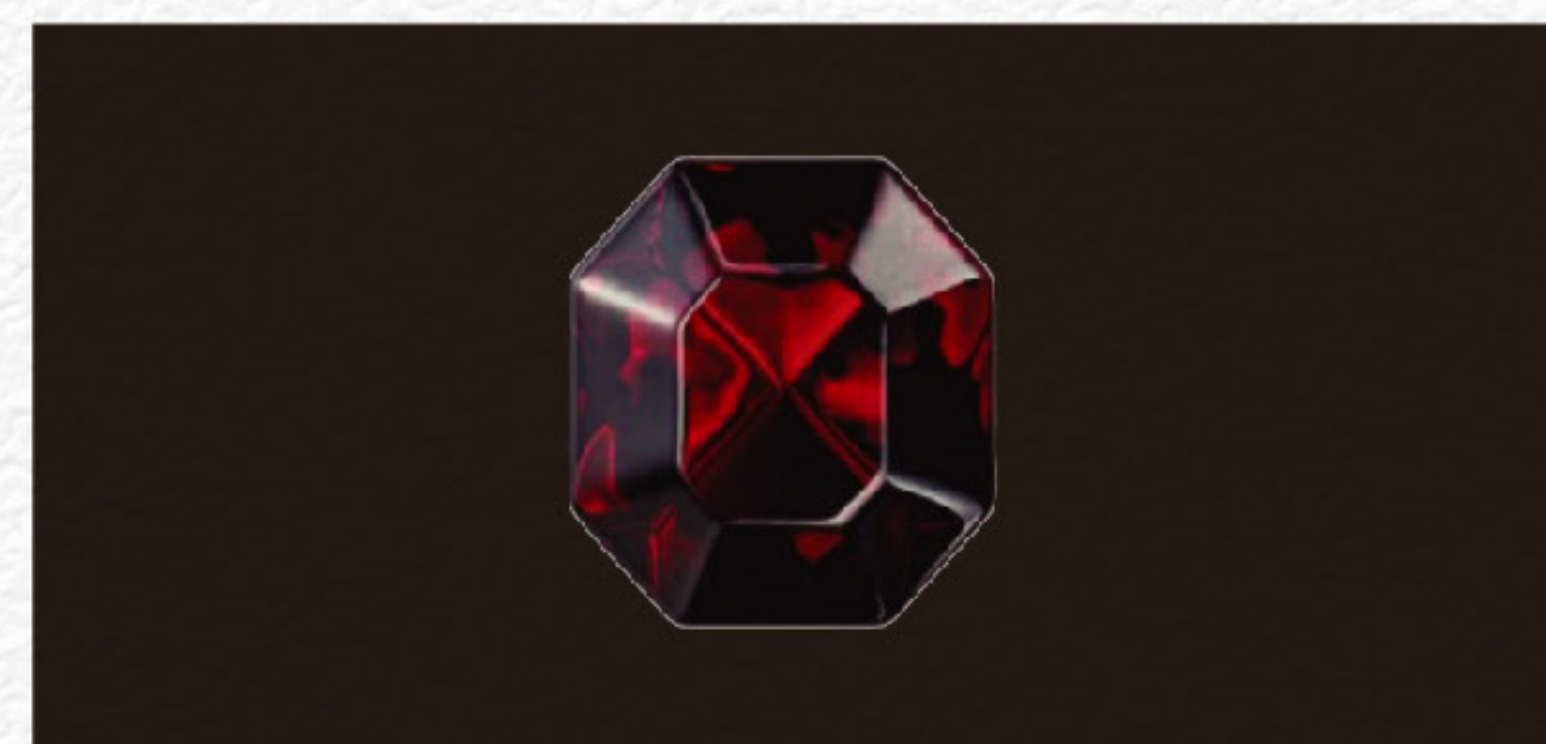
1842



## HARCOURT COLLECTION

Harcourt Collection released based on commission from King Louis-Phillipe. A glass with 6 facets that becomes a defining Baccarat icon over time.

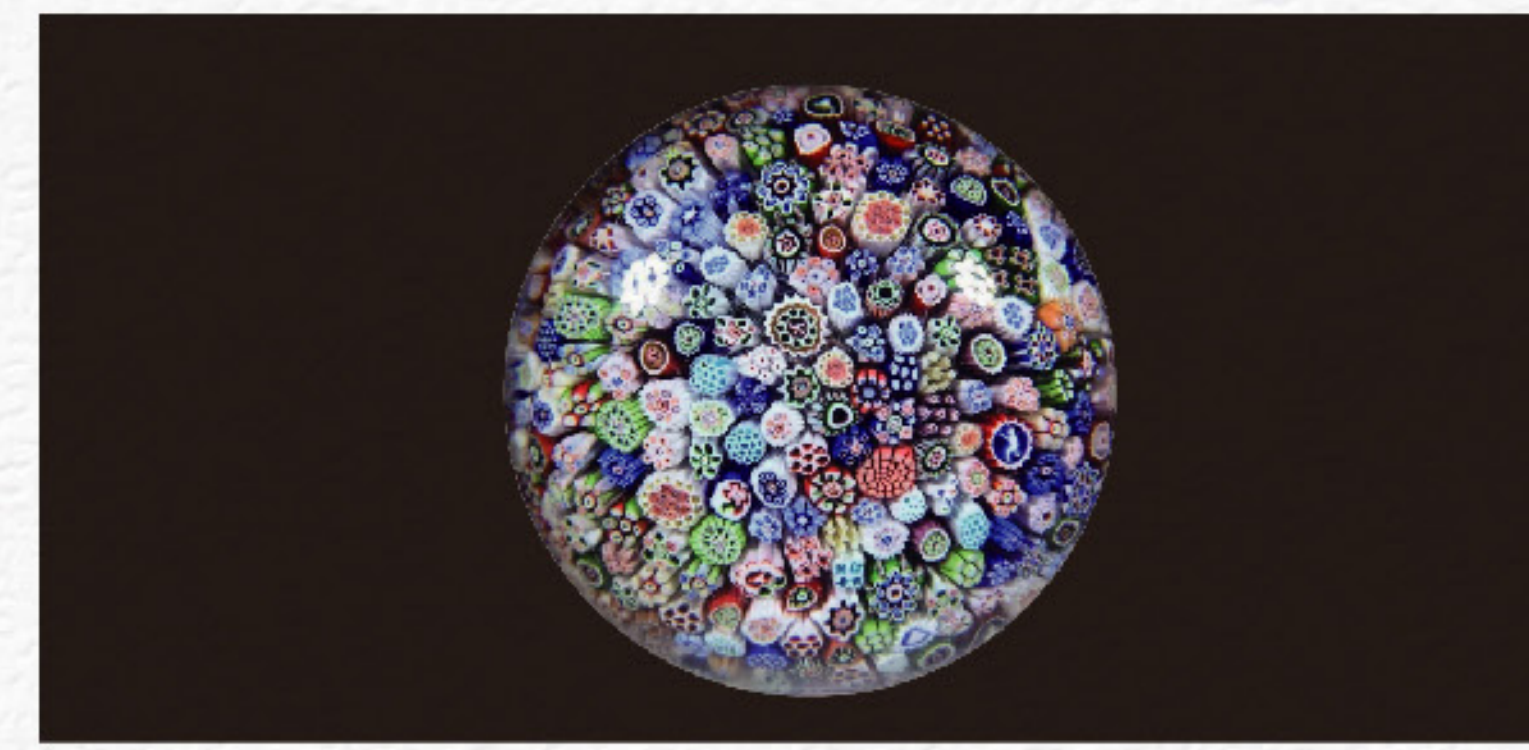
1845



## ROUGE BACCARAT

Discovery that the addition of 24K gold powder to crystal mix resulted in red crystal, leading to "Rouge Baccarat", a luxury symbol.

1846



## PAPERWEIGHTS

Began producing paperweights, starting with the Italian-inspired millefiori style, but quickly extended the range to include sulfide paperweights featuring real flowers, insects, and other objects enclosed in glass.

1855



## PARIS WORLD FAIR

Baccarat won its first gold medal, at the World's Fair in Paris, displaying a pair of 17.5 Feet candelabras with malachite crystal balustrades. First recorded use of color in making of large candelabras.

1860



## REGISTRATION MARKING

Baccarat registers their manufacturing mark with product marking beginning in 1936.

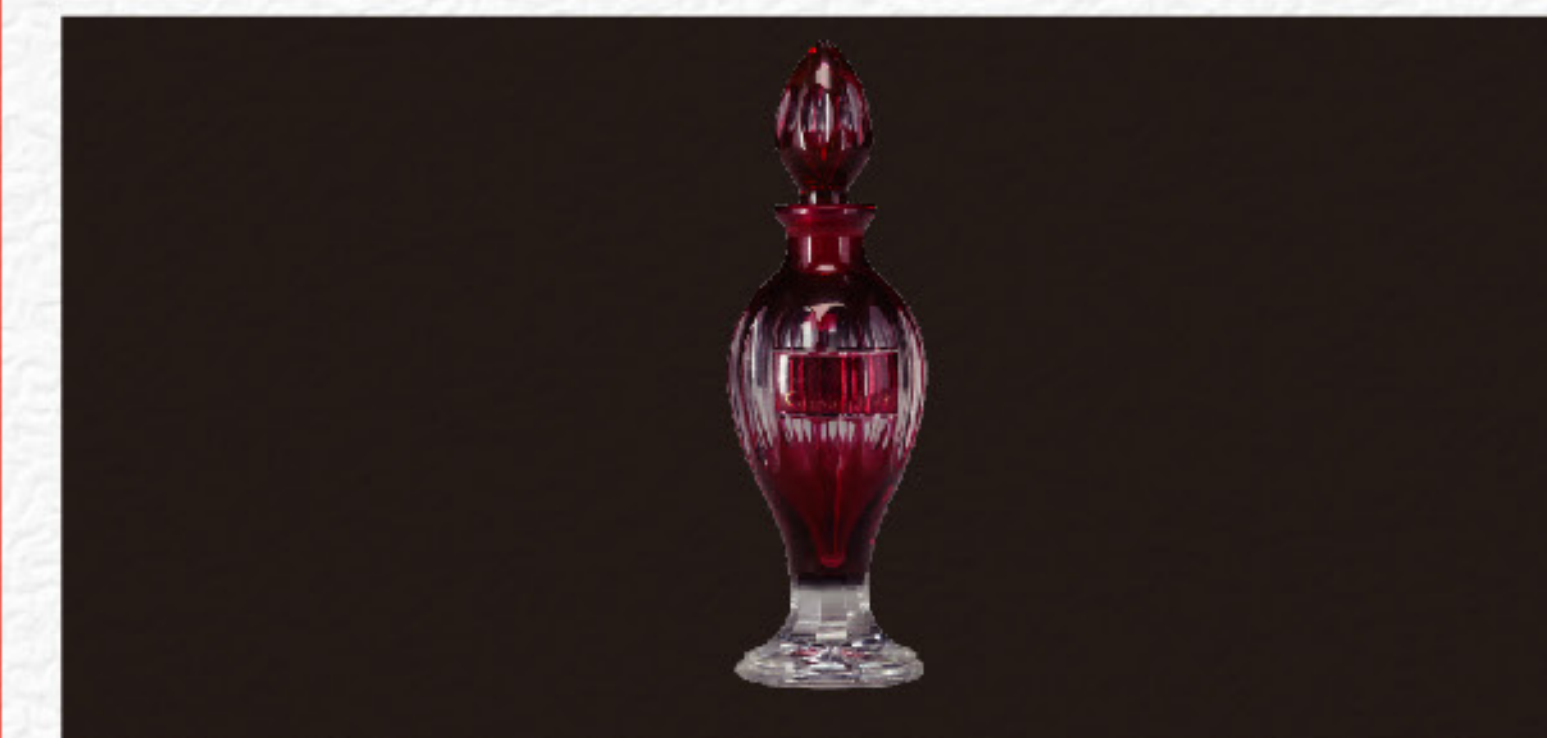
1936



## ACID MARKING

Baccarat began marking all of its works via acid or sandblasting & begin manufacturing bottles/carafes for liqueurs after producing Louis XVIII bottle for Remy Martin.

1950



## DIOR CRYSTALWARE

Release of "Miss Dior" collection for Dior, leading to expanded business opportunities with various other perfume houses.

1979



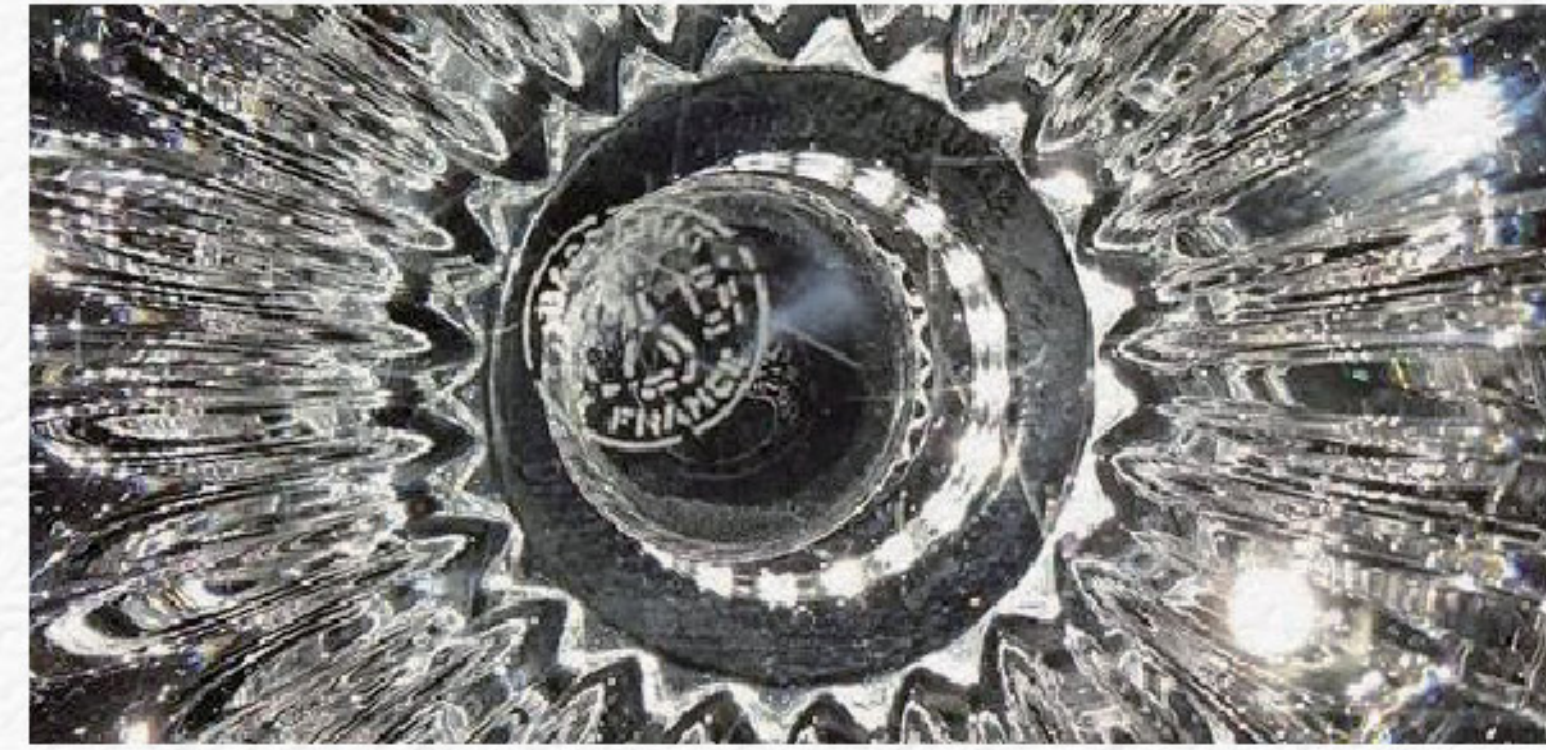
## MASSENA CRYSTALWARE LINE

Massena line designed by Georges Chevalier released their bestselling stemware line to date.



# TIMELINE

1990



## LASER LOGO ETCHING

Baccarat transitions into using lasers to etch their logos onto glassware.

1993



## CRYSTAL JEWELRY

Baccarat begins making jewelry, and in 1997, the company expands into perfume.

1997



## RED ORNAMENT

Baccarat chandeliers begin to include a red crystal octagon ornament detail.

2012



## BACCARAT HOTELS AND RESORTS

Starwood/Baccarat announced it would use the name for a luxury hotel chain "Baccarat Hotels and Resorts" which will feature the company's crystal chandeliers (after acquiring the brand in 2005).

2017



## NEW SHAREHOLDERS

Baccarat sold the 88.8 percent stake owned by its majority shareholders to the Chinese investment group Fortune Fountain Capital, valuing the French company at €185m.

2019.1



## BACCARAT LA MAISON

Baccarat & Luxury Living Group collaborate to form Baccarat La Maison, the historic crystal maker's first complete furniture collection. It arrives with a suit of pieces for the entire house, each with its own soupçon of bling.

2019.5



## BACCARAT X WOODFORD RESERVE

Woodford Reserve, the world's leading super-premium bourbon, announced today the ultimate expression of its American Whiskey, Woodford Reserve Baccarat Edition.

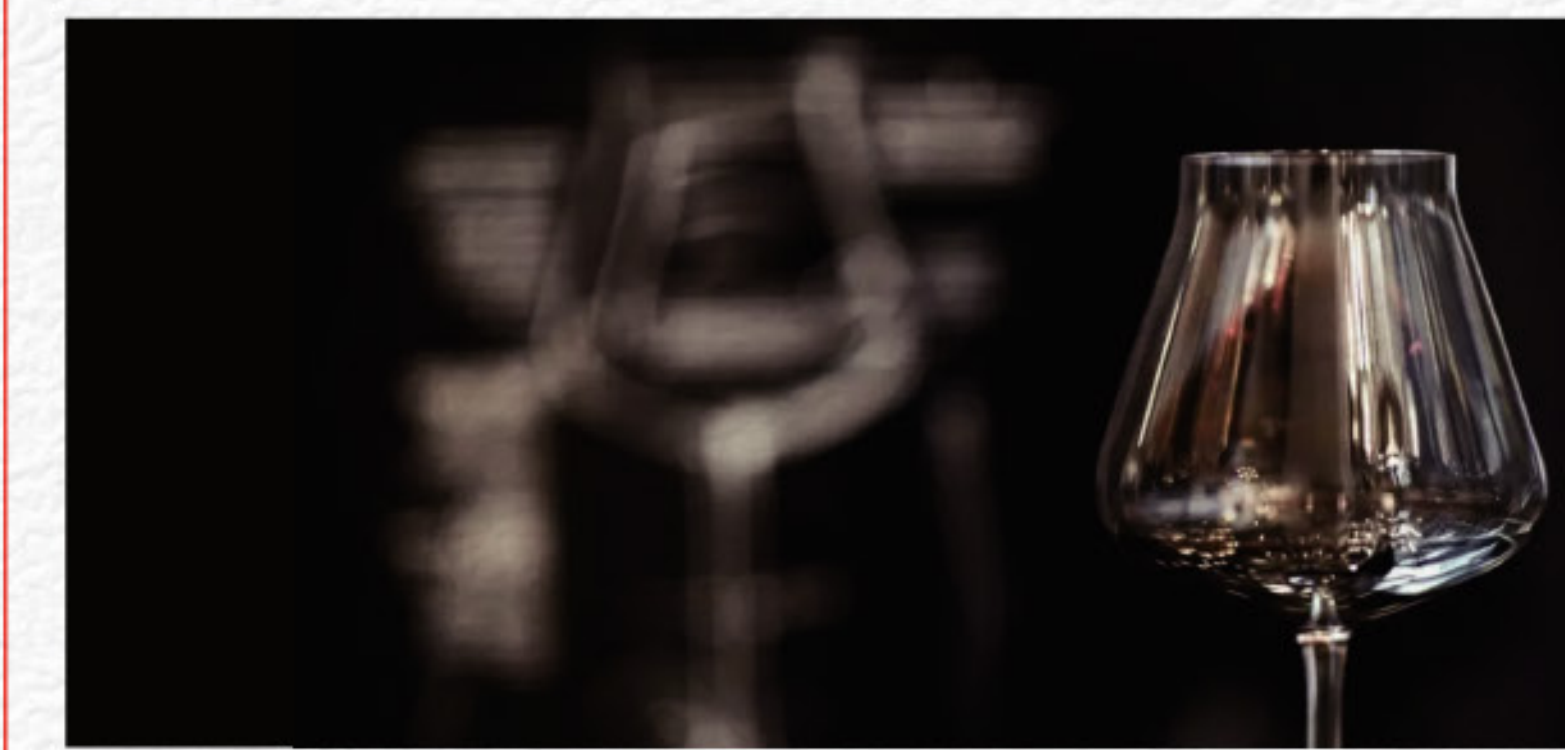
2019.8



## "CRYSTAL CLEAR"

Baccarat presents its "Crystal Clear" collection, designed by Louis Vuitton's male artistic director and his own Off-White, Virgil Abloh, comprised chandeliers, table vessels, and drinking glasses.

2020



## PROTECTIVE CUSTODY

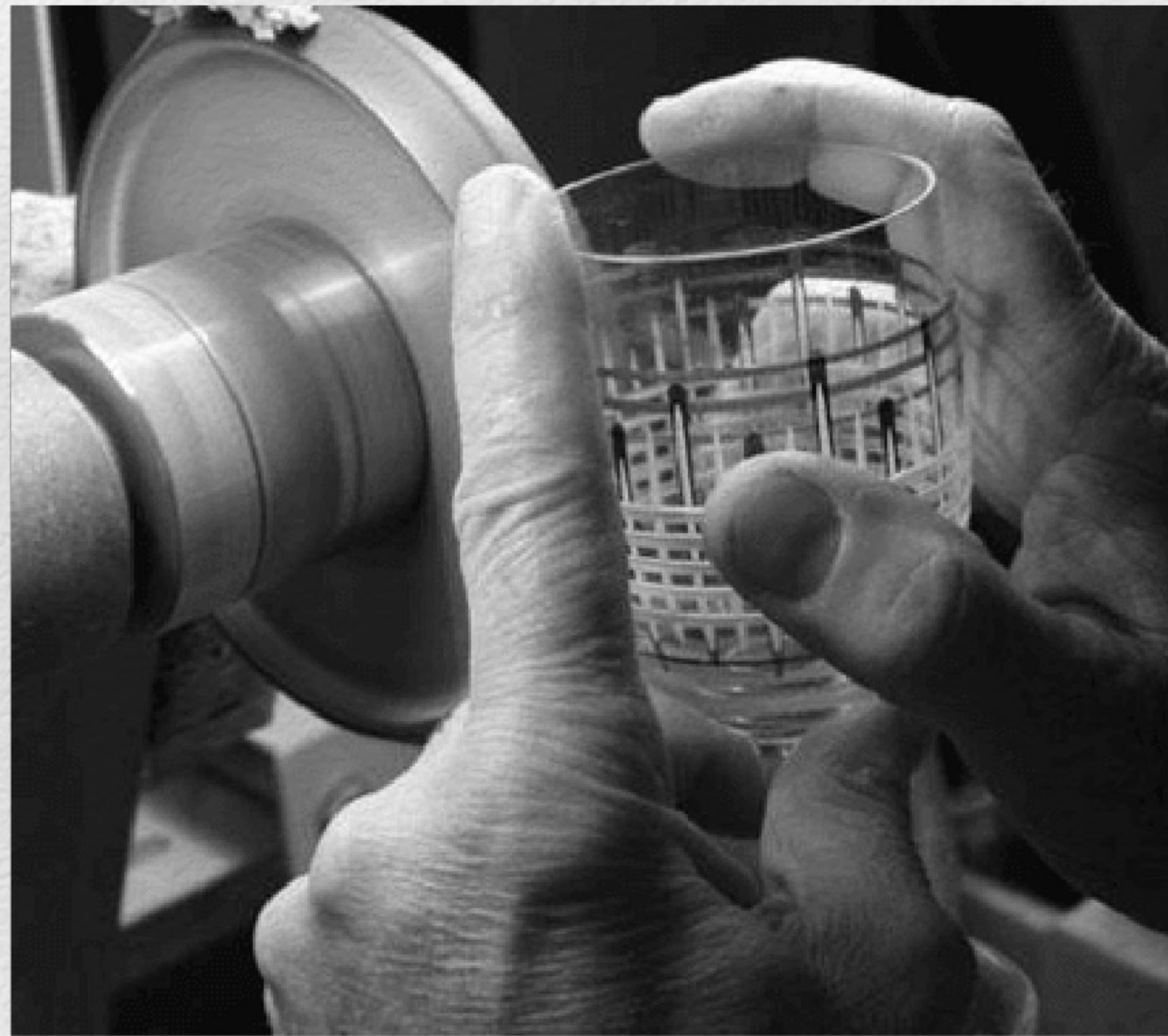
French court takes Baccarat into protective custody.



# BRAND PHILOSOPHY

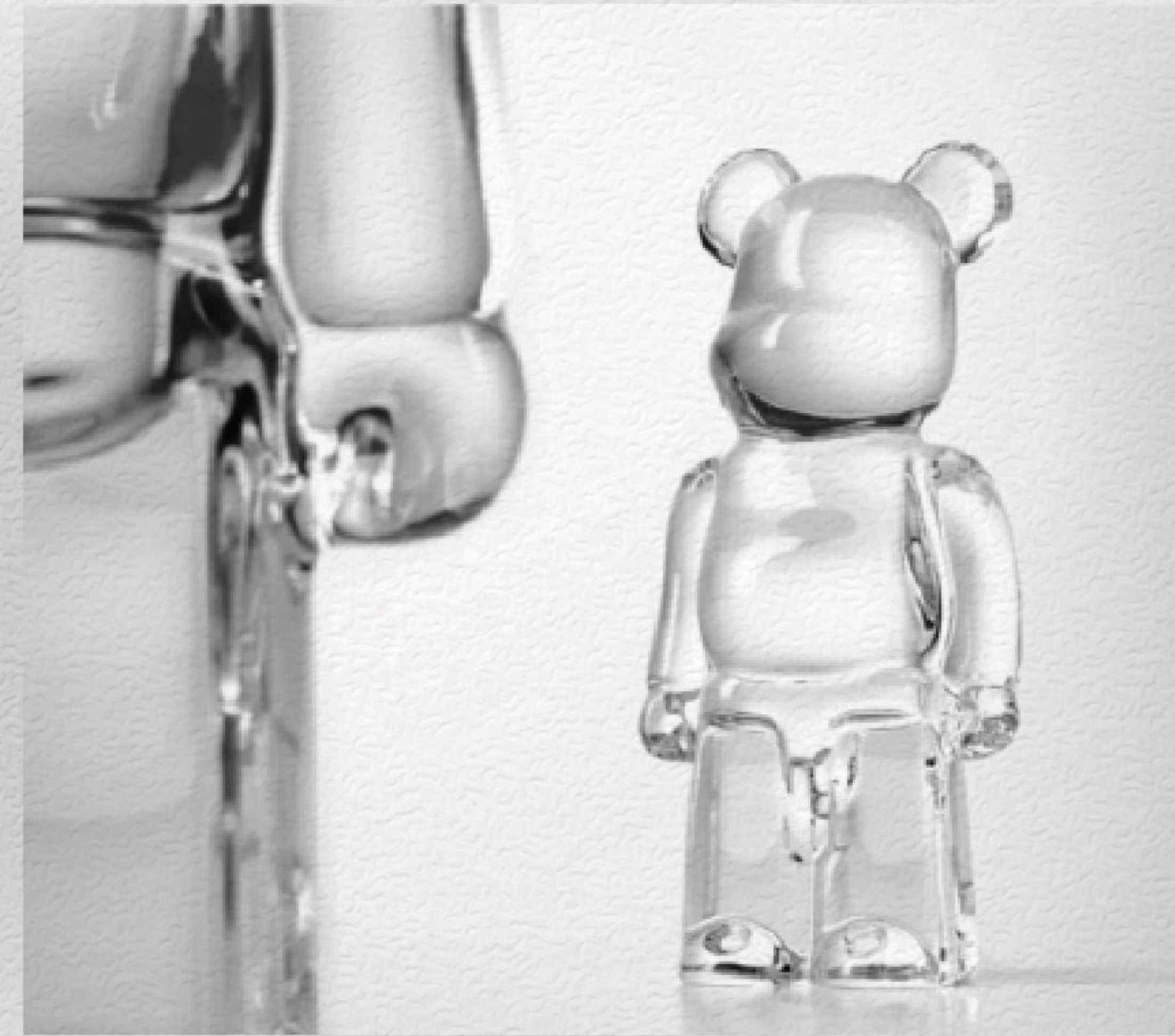






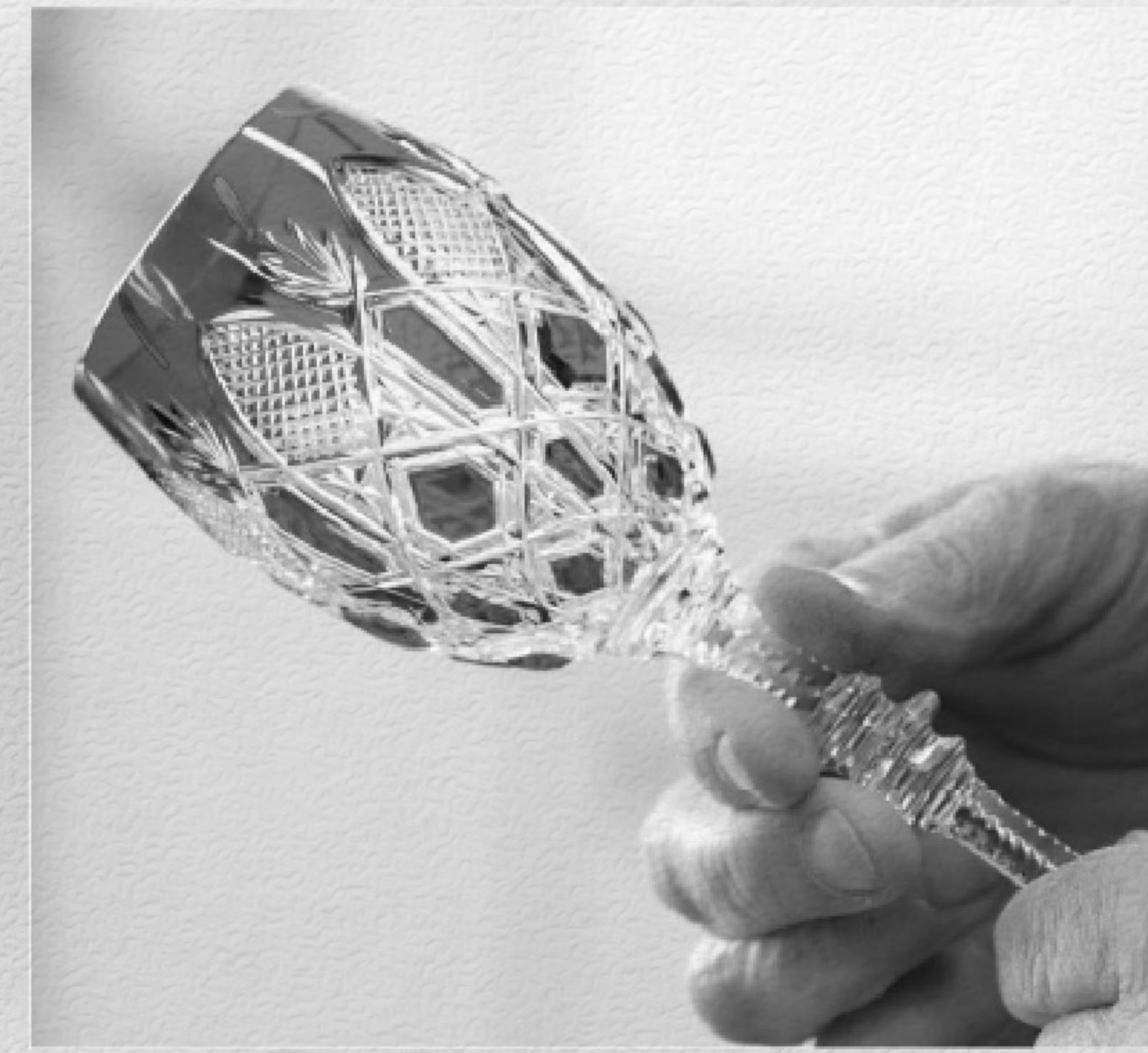
## HERITAGE

While most of the competition has moved to overseas market and machine manufacturing, Baccarat prides itself on delivering the heritage and keeping its specialness through artisan crafted hand made crystals.



## MODERNITY

Collaborating with various industry-leading companies, Baccarat showcases what the mixture of heritage and modernity looks like. Baccarat takes place as an example of where classic luxury can belong in the modern luxury experience.



## TACTILE BEAUTY

To truly appreciate the crystal's quality, you have to start with touch and feel it. Baccarat has designed a broad array of events and collaborations that create those tactile opportunities for its audience.



## EVERYDAY LUXURY

Baccarat's aim is into turning luxury consumer goods to an everyday lifestyle, overcoming the historic mindset of crystal good being something to be used only on holidays or being locked up in a hutch.

Baccarat respects the tradition of the product, but instill confidence to use it every day.

"What's key to us is a 'call to action at an everyday luxury at home' " - Jim Shreve, Baccarat's North America CEO and president)



# CONSUMER ANALYSIS





## TYPICAL CUSTOMER



### “WHO IS THE TYPICAL CUSTOMER?”

Jim Shreve, president & CEO of Baccarat North America said,

“There is no such thing. We are a 254-year-old brand. Our customers have one single thing in common: they all love beautiful things”



## WHO BUYS BACCARAT

The two obvious stereotypes on Baccarat's consumers .



- 1. They are old in age  
(Baccarat has an appeal that stems from generations of tradition)



- 2. Most of their items are gender neutral, with a few categories for the female audience



## PRIMARY & SECONDARY AUDIENCE

The direct & indirect audience.



### PRIMARY AUDIENCE

Crystal glassware consumers.

### SECONDARY AUDIENCE

People in and out spaces like hotels, bars, showrooms, restaurants, and even private jets and residence...



# WHO BUYS BACCARAT



## HOMEBIRDS

People who enjoy ritual of daily life  
(tablewares, decorations for home & offices...)

### Why?

When people have money, we would like to add meaning and quality to our daily lives, and Baccarat's products are high in quality and rich in sentimental value.

## SOCIAL ANIMALS

People who gather with friends & family.  
Such as parties, weddings, holiday dinners...  
(social activities that involve drinking and playing)

### Why?

Humans like to celebrate the moments together.

## GIFT GIVER

Gift-giving people

### Why?

Baccarat crystal glassware is special and useful.



## RETAIL WAYS



- Online (through their official website or authorized retailers).
- Retail stores are mostly found in first class cities and specifically high-end retail districts like the Beverly Hills. Stores are also in middle to high-end department Stores like Bloomingdale's & Neiman Marcus in theUS, and Takashimaya & Isetan in Tokyo, Japan.





# COMPETITOR ANALYSIS





	Brand	Tableware	Barware	Home Decor	Lighting	Jewellery	Accessories	Perfume	Furniture	Figurines
COMPETITORS	<i>Baccarat</i>	●	●	●	●	●	●	●	●	●
	Lalique	●	●	●	●	●	●	●	●	●
	Waterford	●	●	●	●	●	●			
	Steuben	●	●	●			●			●
	Tiffany	●	●	●			●	●		
	St Louis	●	●	●	●		●		●	
	Moser	●	●	●	●					
	Dartington Crystal	●	●	●						
	Preciosa					●	●	●		
	KOSTA BODA	●	●	●						●
	Riedel	●	●							
	Daum				●	●		●	●	●
	Swarovski				●		●	●	●	





# LALIQUE

*Jewelry  
Fragrance*

*Tableware  
Furniture*

*Decoration  
Lighting*

*Perfume  
Accessories*

## LALIQUE

Founded: 1888, France  
Type: Glass Art Company  
Industry: Glass Art  
Decorative Arts  
Luxury Goods

Lalique is one of the crown jewels of France crystal glass industry. Rene Lalique, renowned as the inventor of modern jewellery, went on to become a master in the art of glassmaking. Lalique continues to thrive as a truly timeless lifestyle brand.







# WATERFORD<sup>®</sup> CRYSTAL

*Dinnerware  
Collectibles*

*Glassware  
Lighting*

*Home Decor  
Accessories*

*Jewelry  
Pens*

## WATERFORD CRYSTAL

Founded: 1947, Ireland

Type: Crystal Manufacturer

Industry: Luxury Crystal

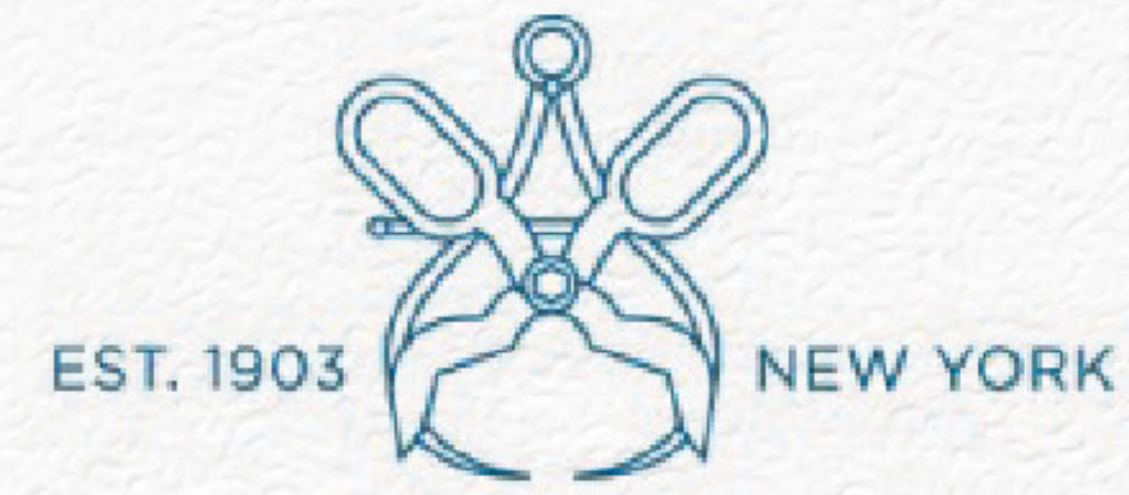
Waterford Crystal is a manufacturer of crystal.

At the time, word of mouth was its best form of advertising by visitors to Ireland.

The traditional cutting pattern of Waterford is evergreen and used across their products.







# STEUBEN

*Tableware*  
*Barware*

*Sculptures*  
*Figurines*

*Home Decor*  
*Accessories*

## STEUBEN GLASS

Founded: 1903, NY

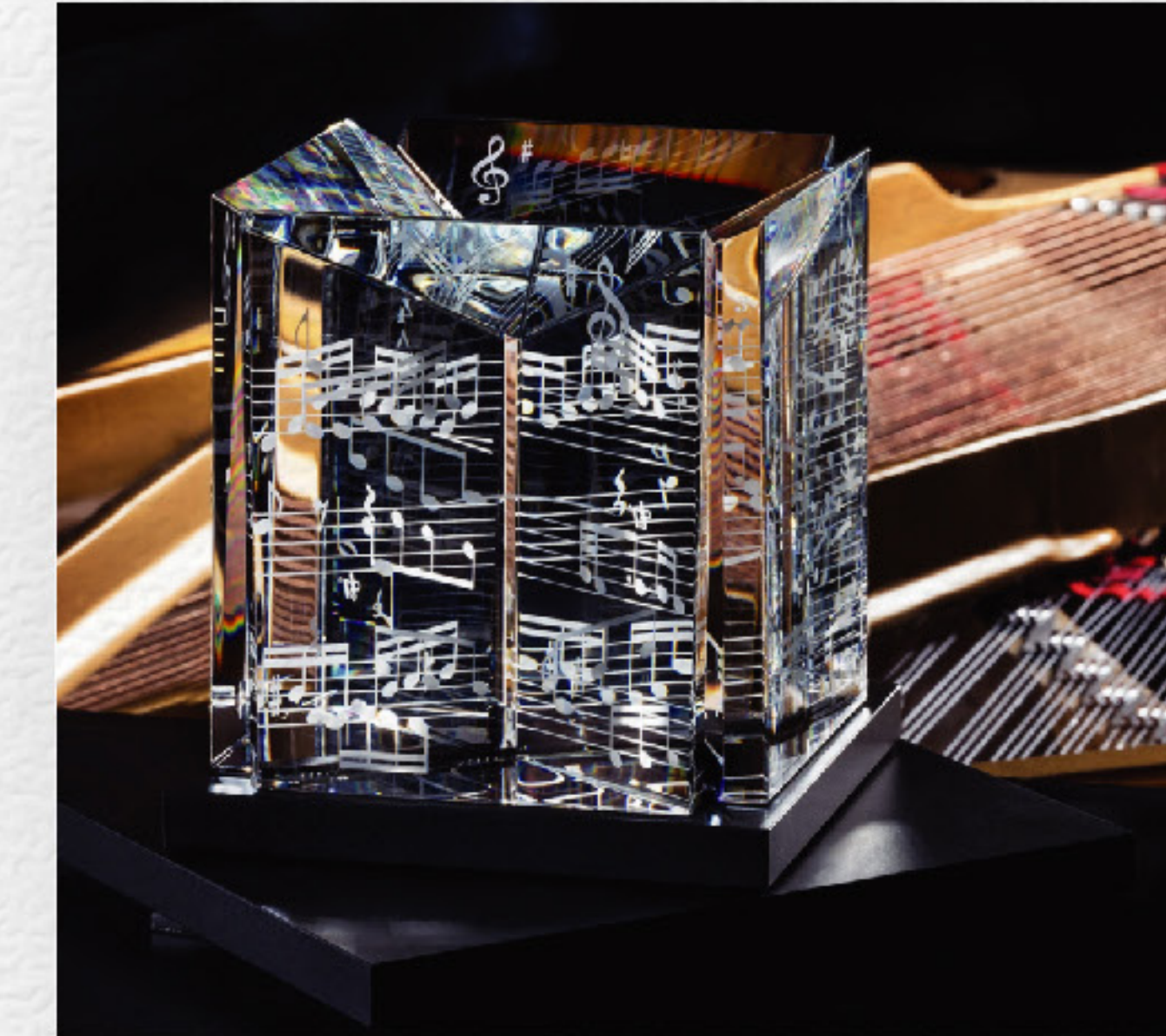
Type: Art Glass Manufacturer

Industry:

Decorative Collectibles

Luxury Housewares

Named for the county in New York where the company was located. Steuben Glass Works is widely recognized for producing a plethora of fine art glass in the early 1900s.





# TIFFANY & CO.

*Jewelry  
Fragrance*

*Sterling Silver  
Letter Goods*

*China  
Watches*

*Stationery  
Accessories*

## TIFFANY & CO.

Founded: 1837, Connecticut  
Type: Public, Retail  
Industry: Luxury Goods

Tiffany & Co. is an American luxury jewelry and specialty retailer headquartered in New York City. Tiffany is known for its luxury goods, particularly its diamond and sterling silver jewelry. It markets itself as an arbiter of taste and style.





# ST<sup>LOUIS</sup>

*Tableware  
Furniture*

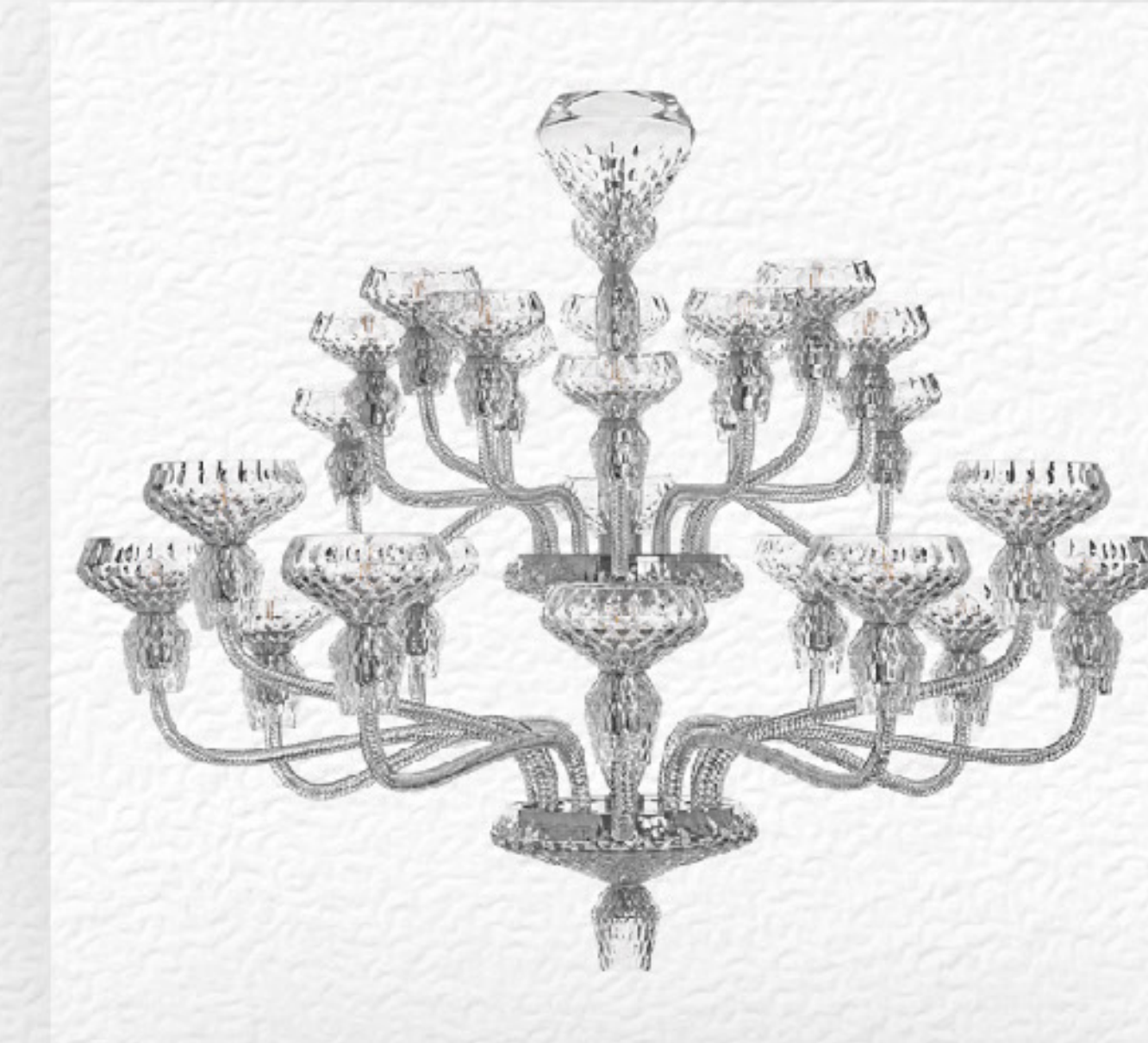
*Barware  
Lighting*

*Accessories  
Home Decor*

## SAINT-LOUIS

Founded: 1767, France  
Type: crystal manufacturer  
Industry: Luxury Glassware

The Compagnie des Cristalleries de Saint Louis is the oldest glass manufacturer in France with roots dating back to 1586 and the first crystal glass manufacturer in continental Europe. Each chandelier component and piece of crystalware is mouth-blown and hand-cut at its factories.







*Steamware  
Home Decor*

*Glassware  
Lighting*

*Art Engravings  
Giftware*

## MOSER

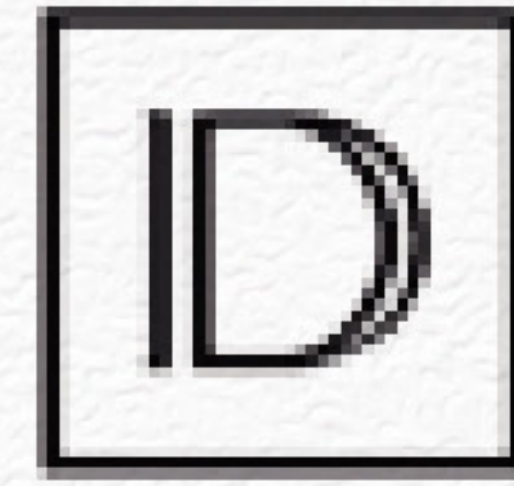
Founded: 1857, Czech Republic  
Type: Crystal Manufacturer  
Industry: Luxury Bohemian  
Crystal

Moser crystal has been ever-present at royal weddings and gatherings of the political elite and has been sought after by people with refined taste.

Moser is one of the most collected of 20th century decorative glass and has been used everywhere from palaces to local restaurants.







# DARTINGTON CRYSTAL

*Drinkware*

*Homeware*

*Jewelry*

*Giftware*

## DARTINGTON CRYSTAL

Founded: 1967, United Kingdom  
Type: Crystal Glassware  
Manufacturer  
Industry: Luxury Goods & Jewelry

Dartington Glass the most recognised manufacturer of simple yet functional glassware in the UK. Dartington's vision was built on a clean and simple design style, handmade using age-old techniques of Scandinavian roots. It is now the only remaining factory scale producer in UK.





# PRECIOSA

*Jewelry*

*Lighting*

*Crystal Components*

## PRECIOSA

Founded: 1948, Czech Republic  
Type: Private company  
Industry: Luxury Jewelry

Preciosa is the luxury brand name for the range of precision-cut lead crystal glass and related products produced by Preciosa. It is one of the world's largest producers of top-quality jewellery stones, decorative lighting fixtures and crystal gift items.





Orrefors   
**KOSTA  
BODA**  
SWEDEN 1742

*Tableware*

*Barware*

*Decoration*

---

## KOSTA BODA

Founded: 1742, Sweden

Type: Glassworks

Industry: Glassware, Art Glass

Kosta Boda, a 275 year old Swedish glass brand, offers quality design with unique and contemporary style. Its extensive collection ranges from everyday glass tableware to hand crafted art glass pieces







*Glassware*

---

**RIEDEL**

Founded: 1756, Bohemia  
Type: Glassware Company  
Industry: Wine Glassware

Riedel Crystal is a glassware manufacturer best known for its glassware designed to enhance different types of wines. Designing & producing high quality glasses and decanters for the enjoyment of wine, spirits & more.





# Daum

FRANCE 1878

*Jewelry  
Lighting*

*Sculpture  
Furniture*

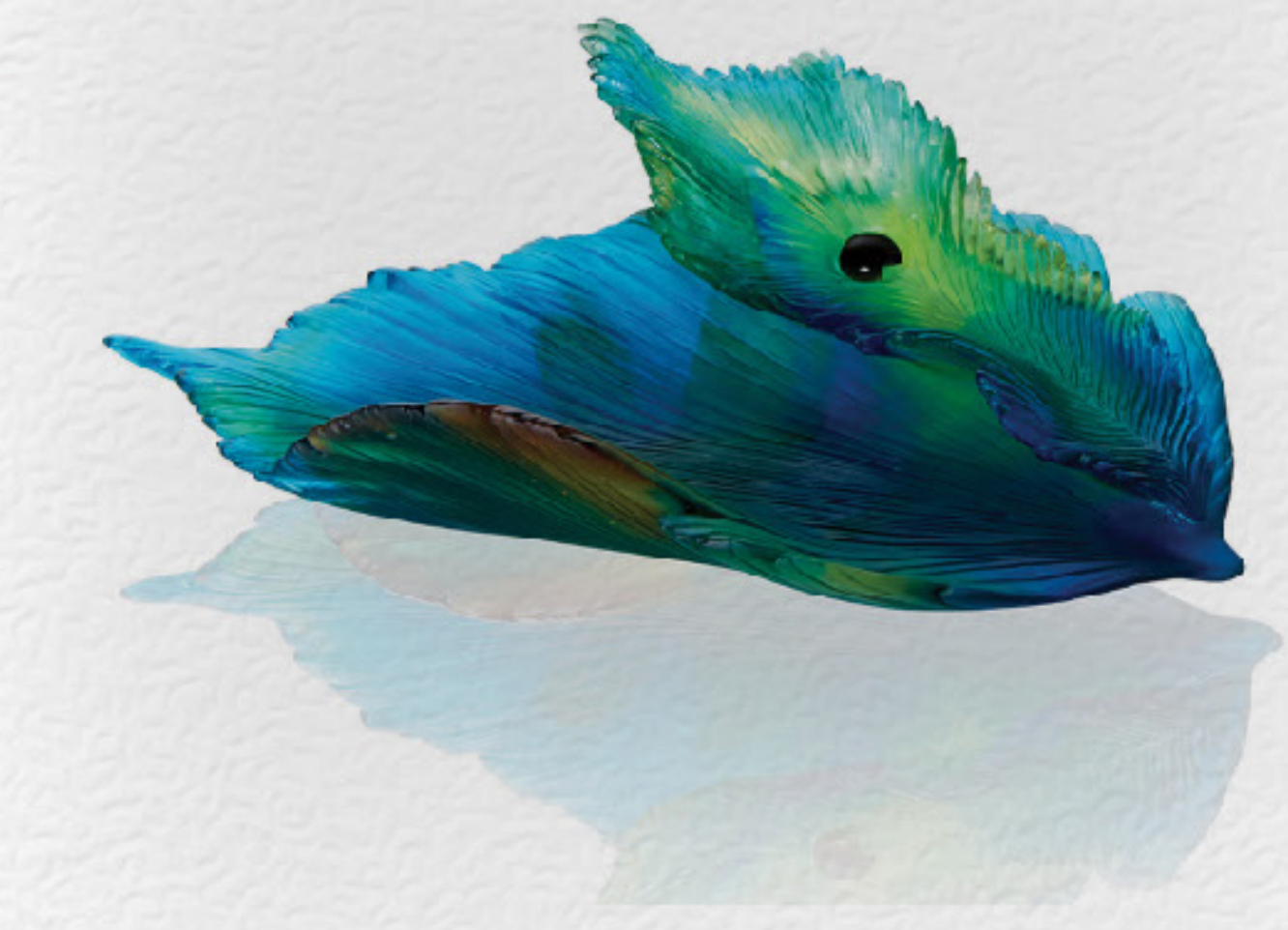
*Perfume  
Home Decor*

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## DAUM

Founded: 1875, France  
Type: Crystal Studio  
Industry:

Daum is the only commercial crystal manufacturer employing the *pâte de verre* (glass paste) process for art glass and crystal sculptures, a technique in which crushed glass is packed into a refractory mould and then fused in a kiln.







# SWAROVSKI

*Rhinestones  
Chandelier*

*Jewelry  
Miniature*

*Sculpture  
Home Decor*

*Watches  
Accessories*

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## SWAROVSKI

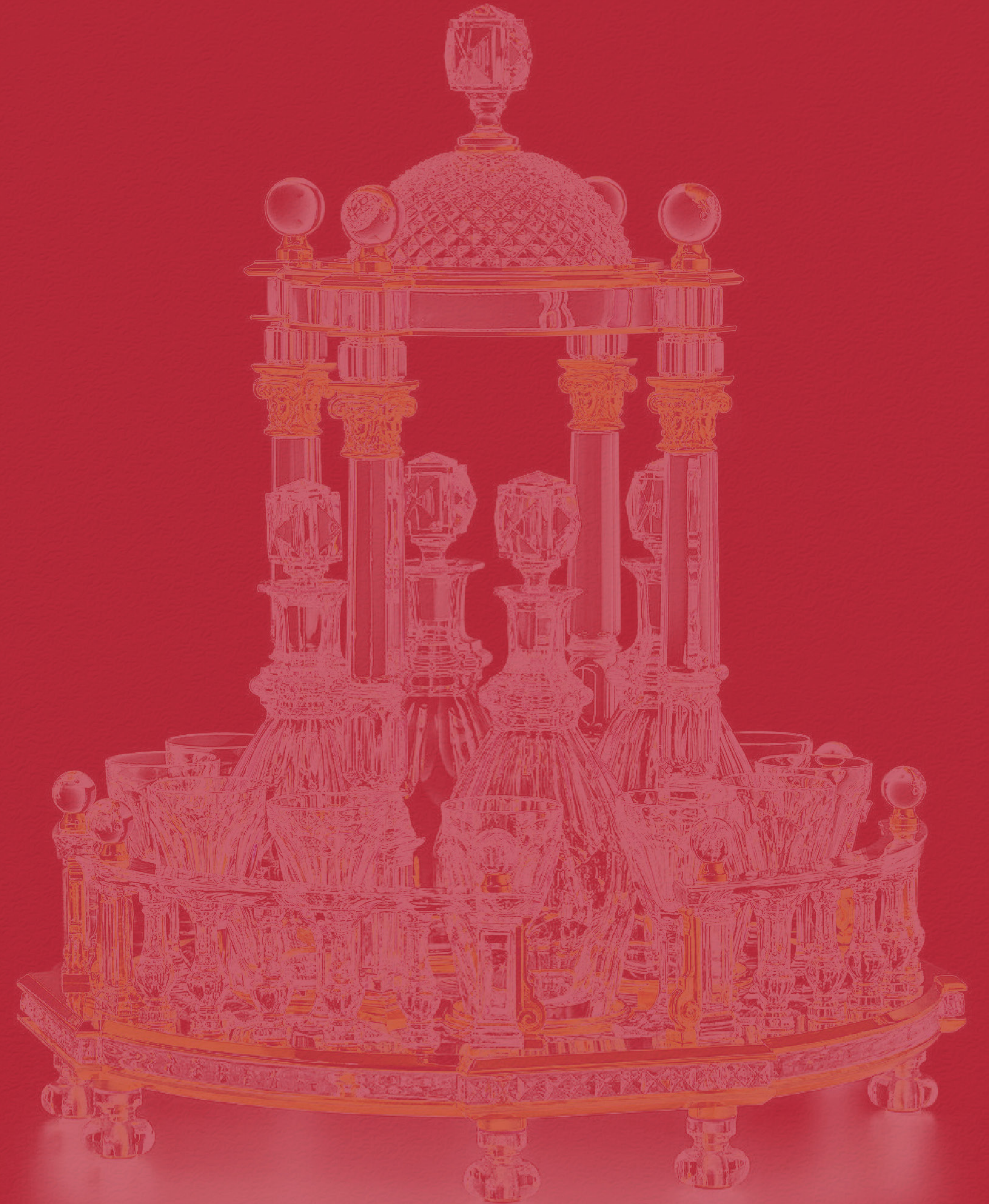
Founded: 1895, Austria  
Type: Jewelry Company  
Industry: Fashion  
Crystal  
Jewelry

Since 1895, founder Daniel Swarovski's mastery of crystal cutting has defined the company. His enduring passion for innovation and design has made it the world's premier jewelry and accessory brand.





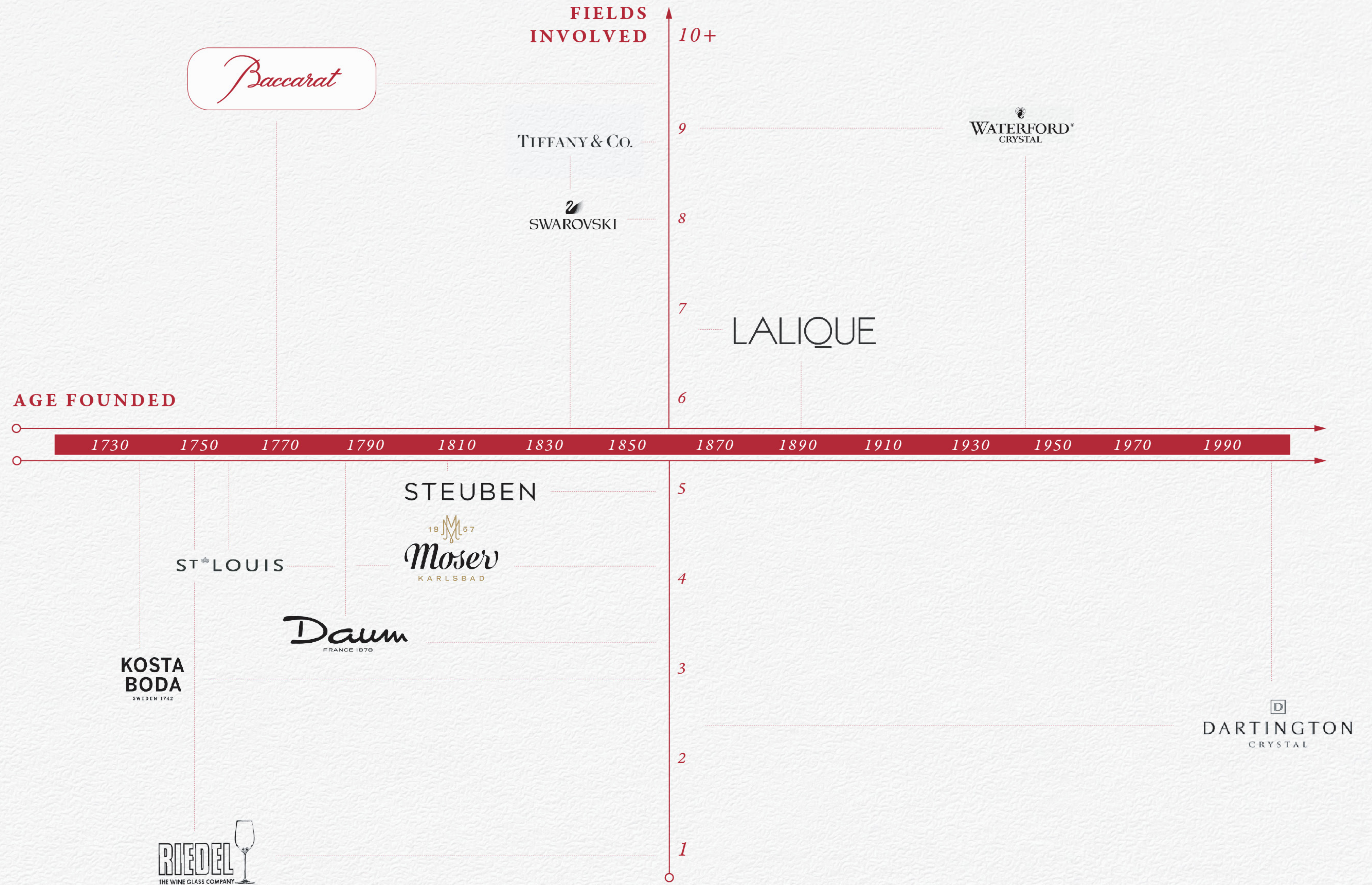
# CURRENT BRAND AUDIT





## MARKET POSITIONING

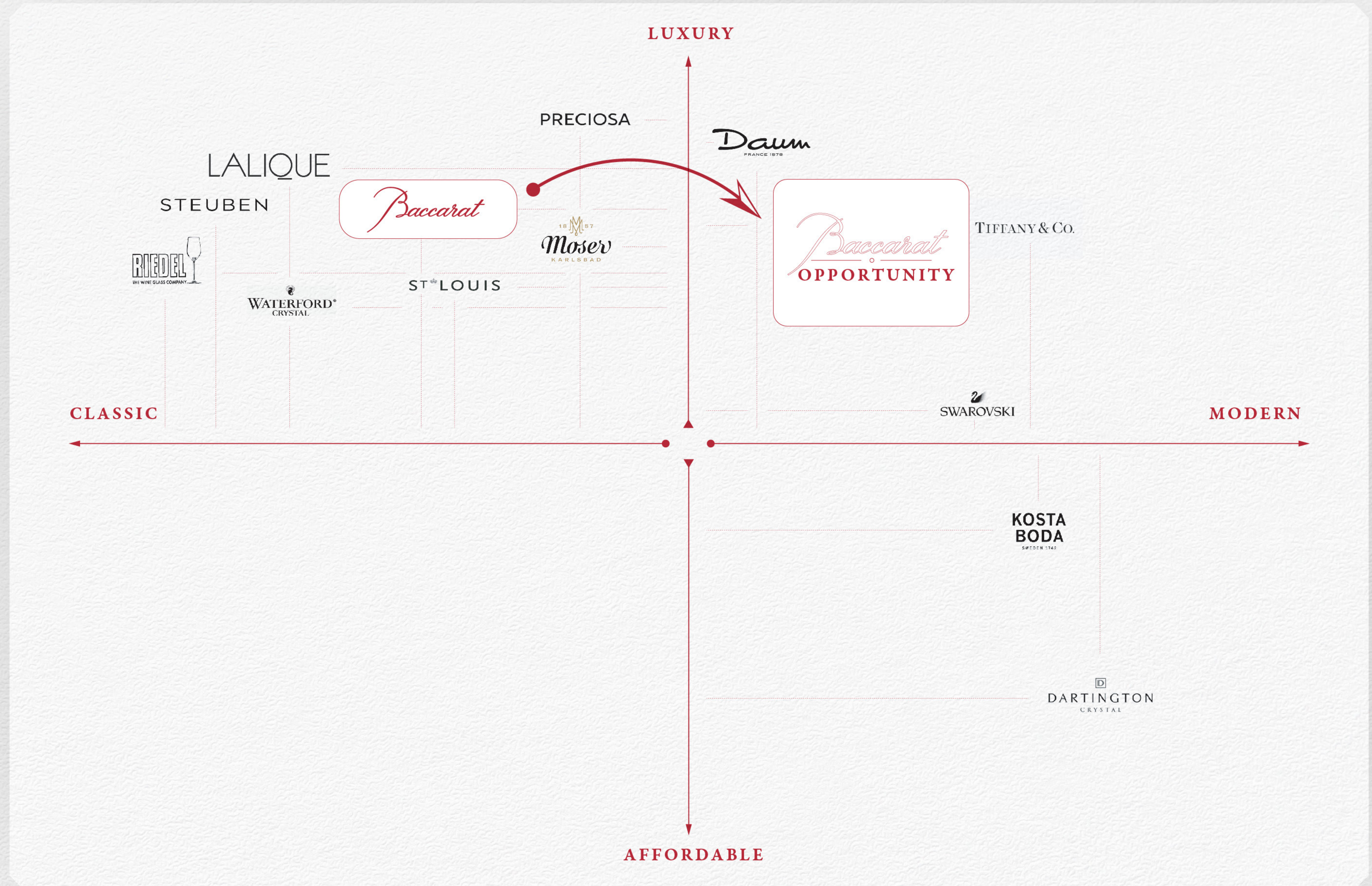
- Baccarat is one of the oldest brand among its competitors
- There are a lot of untapped market for crystal/glass industry
- Brands that are as old as Baccarat do not go for new markets rather than traditional glasswares.





## MARKET POSITIONING

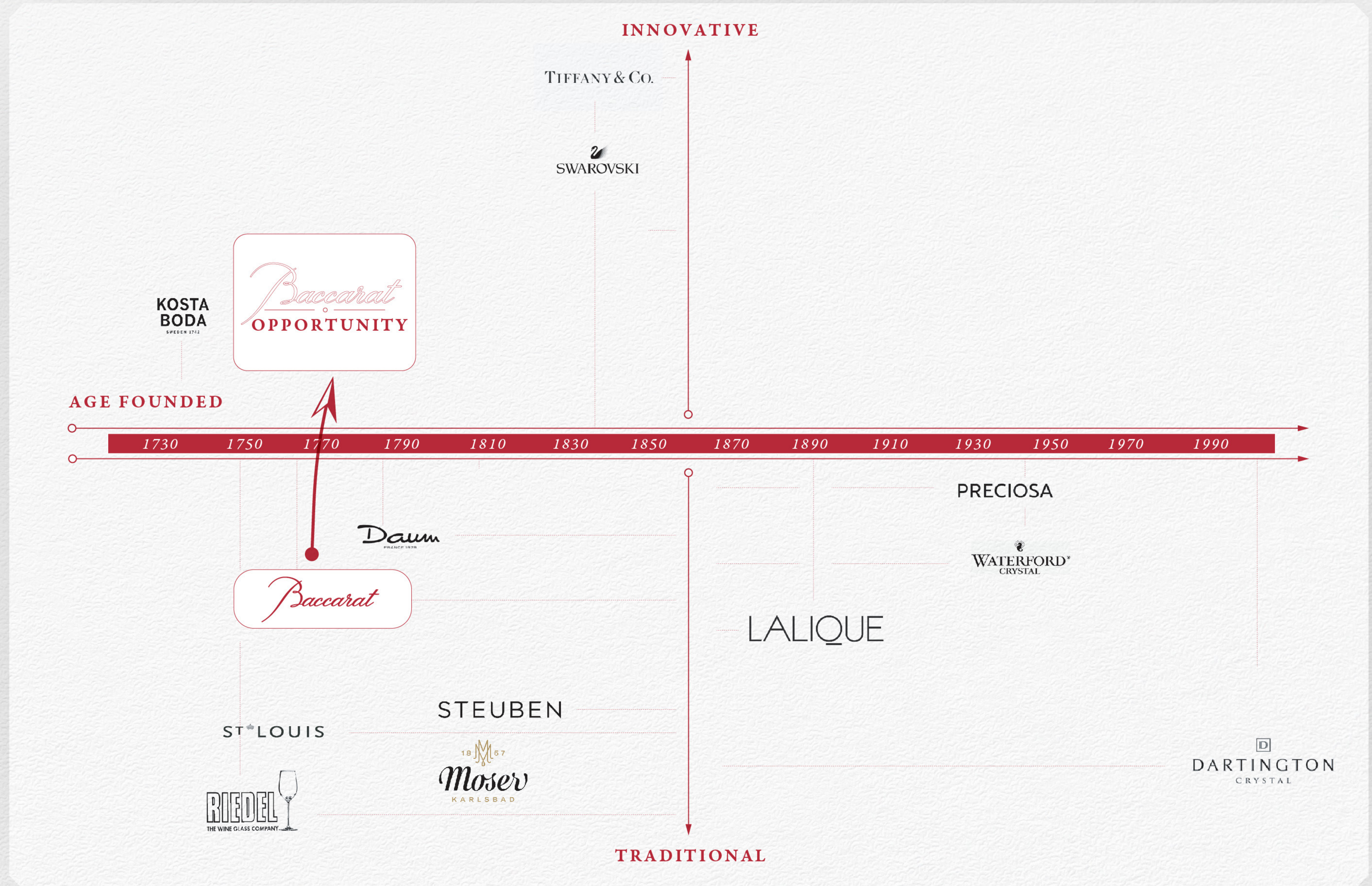
- Brands in premium markets mostly adopt older and more elegant design approach.
- Baccarat leans towards modern style among those premium brands
- There is a gap in the market where premium brands can adopt a more modern design approach.





## MARKET POSITIONING

- Compare to its competitors, Baccarat sticks to traditional crystal industries, such as tableware and glassware.
- New brands have not touched on the innovative side of crystal industry.
- It is a chance for Baccarat to take away its "traditional" image and make something refreshing.





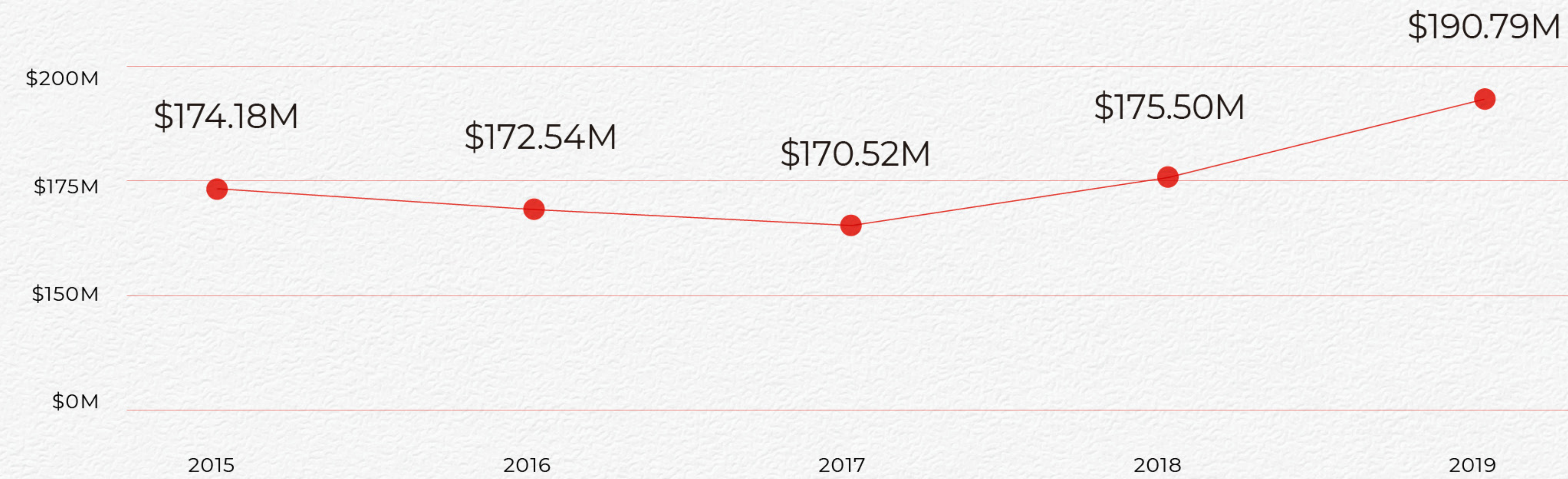
## REVENUE

Baccarat was sold to Starwood Capital Group, United States company in 2005

In June 04, 2018, a Hong Kong firm Fortune Fountain Capital bought 88.8% stake of Baccarat at 184 million dollars. Then the company bought the rest of the stake (11.2%) in January, 2019 for 17 million dollars with the idea of expanding their market target to Asia and the Middle East

Company Worth: \$1.1B

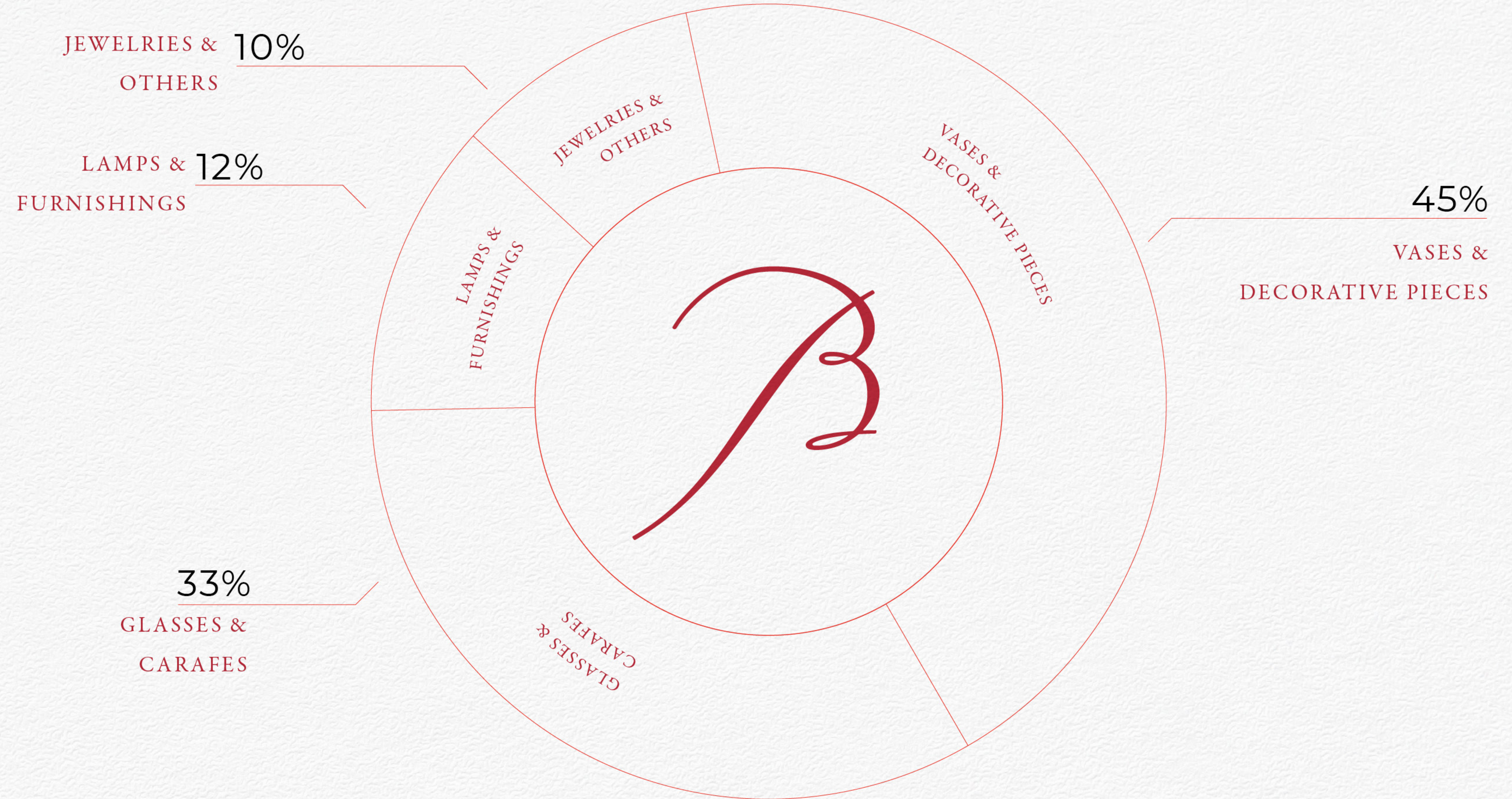
REVENUE CHART (2015 - 2019)



The revenue chart of Baccarat shows the company's sale gradually went down from 2015 to 2017, but the sale recovered from 2017 to 2018. By the time Baccarat was bought by the Fortune Fountain Capital in 2018 that the sale went up to \$190.79M in 2019.

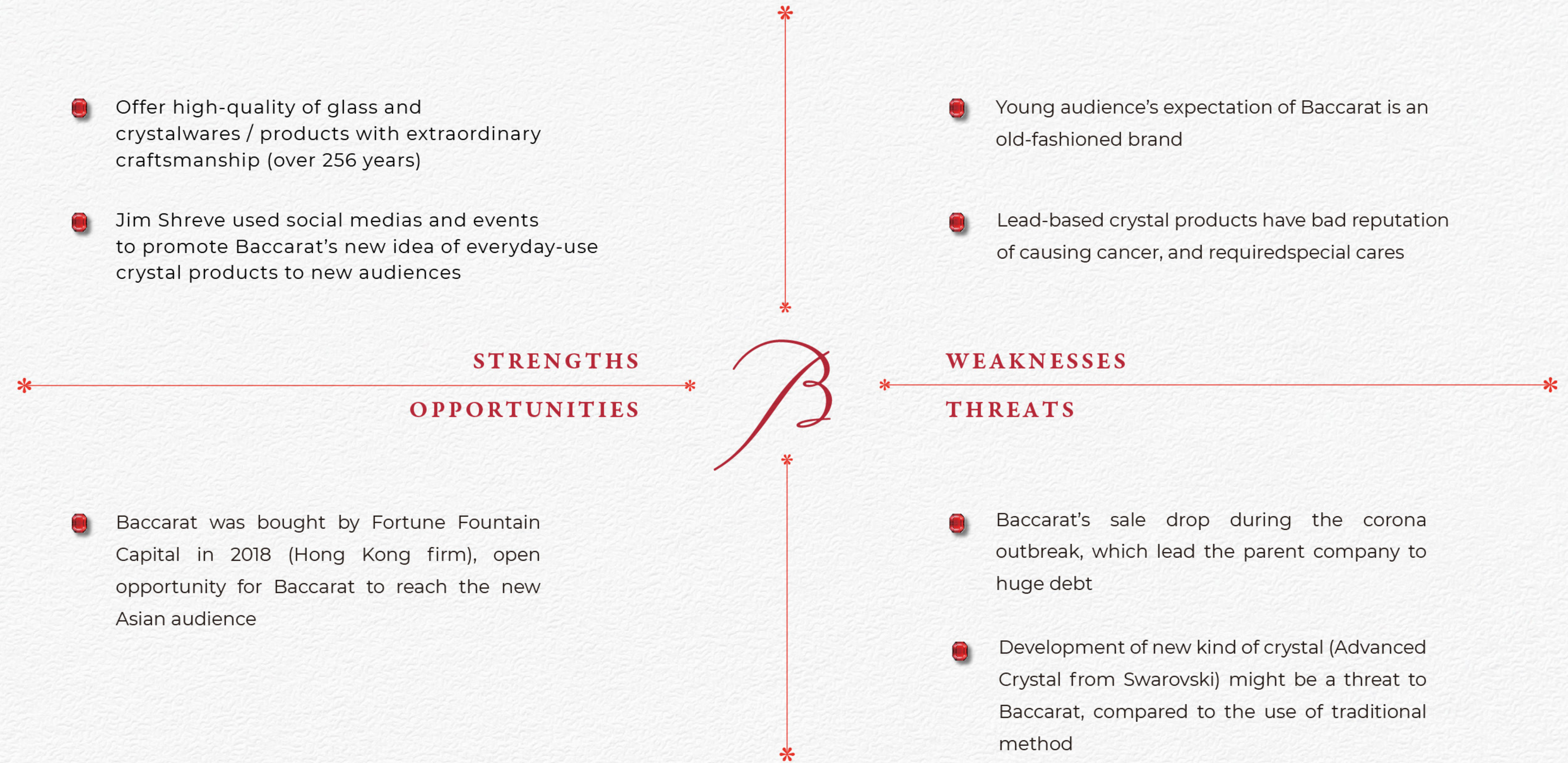


# REVENUE BY PRODUCT TYPE





# SWOT





## FORTUNE FOUNTAIN CAPITAL'S HOLDINGS

-  **BACCARAT**  
Fine Crystal Company
-  **DIACARTA, INC.**  
Health Care Company (Gene mutation test and diagnostic products)
-  **YUNMAI TECHNOLOGY**  
Health/ Fitness Company (Smart Scale, Massage Gun and Yoga products)
-  **XFORCEPLUS**  
Software Company (Cloud and software services for company)
-  **HONEY NEW ZEALAND INTERNATIONAL**  
Food Company (Manuka honey and other products from bee)
-  **ANTIQUORUM MANAGEMENT**  
Online Auction Company



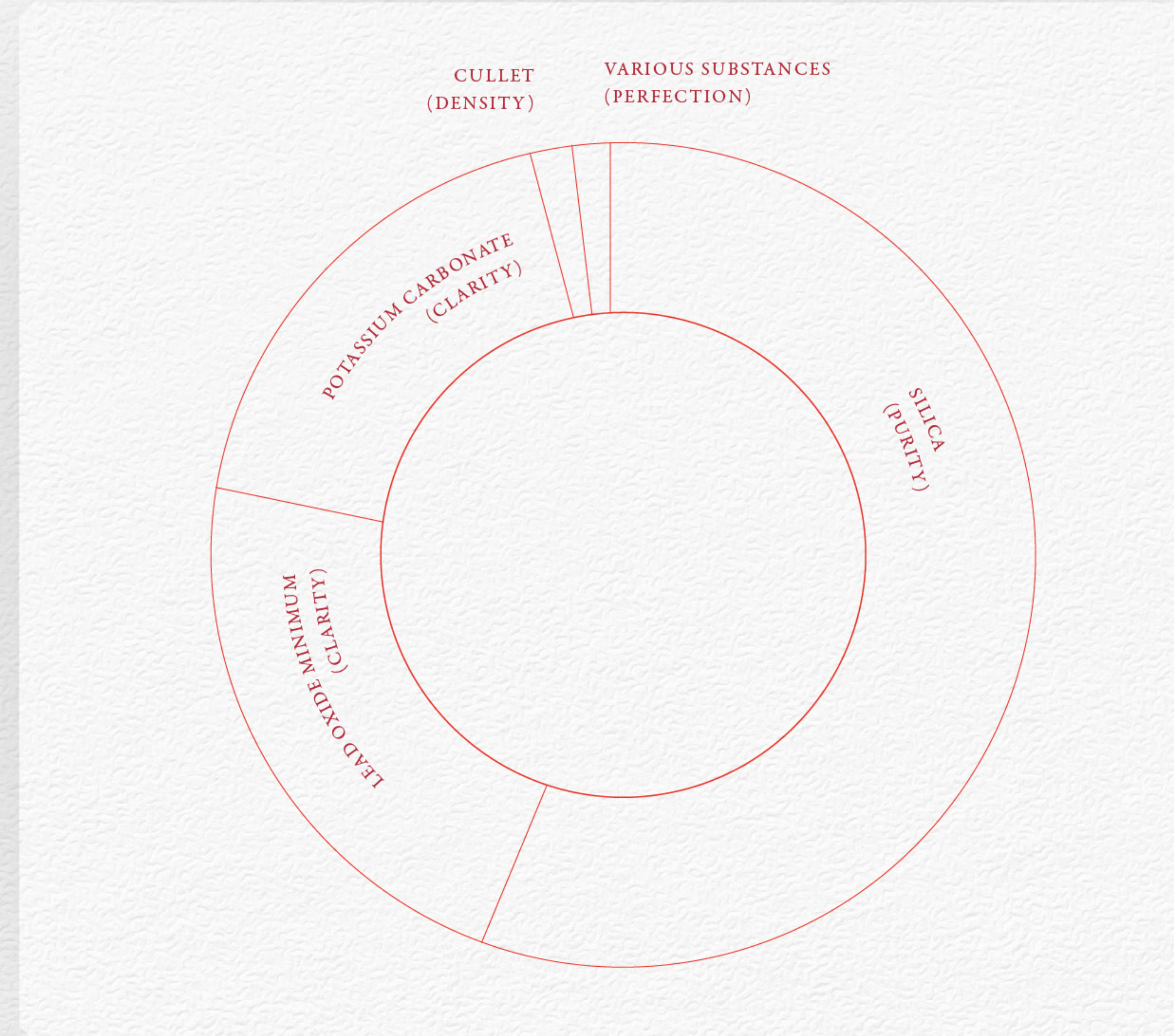
TECHNOLOGY  
DEVELOPMENT





## CRYSTAL (LEAD-GLASS)

Derived from the Greek "krystallos" (ice) the word crystal describes a quality of glass that is remarkably pure and transparent.



Only glass with a refractive index equal or superior to 1.545 and containing 24% minium (lead oxide) can be qualified as crystal. It is obtained by mixing together silica, minium, potash (salts that contain potassium in water-soluble form), recycled crystal(cullet) and other substances. This mixture is fused together and refined to eliminate impurities at 1450°C (2640°F)



In many Baccarat items, the lead content is as high as 30%. The lead content depends on the size and structure of the individual piece. The introduction of lead into glass to create lead crystal contributes to the clarity, weight and beautiful sound that is produced when two stems touch.



## BACCARAT CRYSTAL PROCESSES

- PATIENCE
- PRECISION
- EXPERTISE



Baccarat is about mastering reproducibility and perfect quality. All products, although hand crafted, are rigorously similar and controlled. The idea of excellent is ever-present.



## HOT PROCESS



### COLLECTING THE GLASS IN FUSION

The first step is to collect the glass in fusion by dipping the blowing stick in the crystal lava, and turning it continuously to obtain a balanced amount of raw material. Once out of the furnace, the molten material will drop to 500 degrees, making the process extremely time sensitive requiring perfect coordination and staging. The glassmaker must also find the right groove while the glass hardens as it cools, all the while fighting the effect of gravity.



### A CENTURY OLD TECHNIQUE

Once the crystal is very malleable, almost like a marshmallow, it can be expanded through blowing, or worked upon in a mold. Through free blowing, or mold blowing, the glass is starting to take shape — but it's only the beginning. Applying the right pressure in the blow and extending the glass to the right size will result in the most perfect pieces (60% of pieces will be destroyed to be incorporated into raw material again).



### FROM LAVA TO CRYSTAL

From glasses with a leg and a foot, to a water pitcher and its handle, the pieces go back to the furnace several times to fuse all the pieces together. Each piece goes through a very magical transformation.

To complete the hot process, the glass slowly proceeds through a tunnel to cool down and avoid any stress on the crystal that may otherwise explode.



## COLD PROCESS



### THE FIRST FINISH

The first step in the cold process is to review each piece, ensuring the highest quality requirements. After polishing with an iron wheel, under a constant flow of water and sand, the piece goes under a wheel of wood, cork, and then wool to be ready for the cold process. Depending on the final product, the cold process encompasses either the wheel engraving, manual etching, or gilding.



### WHEEL ENGRAVING & ACID ETCHING

Wheel engraving started at Baccarat in 1839, based on Bohême techniques. It is a free-hand process using a copper wheel that dig into the crystal. Of course, a steady hand is required to create straight or crossed lines, and to realize an intricate geometrical advanced pattern.

Acid-etching refers to a glass that has been treated with hydrofluoric acid to give its surface a frosted look.



### GILDING & THE FINAL TOUCHES

Some of the pieces will go to the gilding, using a mix based on gold powder applied with a delicate paintbrush over a mat enamel. Only the breath of the artist enables the right amount of moisture and heat to make the melange set.

Each true Baccarat item gets a special touch, from a sand blasted logo on glasses, to a discrete B on the 540 red pampille of a chandelier.



## CEMENTATION PROCESS



Lead leaching from crystal is the result of extracting small quantities of this metal from the surfaces coming into contact with liquids.

Since 1991, Baccarat has developed cementation, which prevents this phenomenon during long-time storage.

Every cementation bated is inspected for quality before delivery.

An "A" is etched above the Baccarat logo to signify that the pitcher, decanter or jar has been treated with this process.



## PRODUCT CARE

### STEMWARE & BARWARE

---

#### Cleaning Tableware By Hand

- ❑ In order to prevent damage, glasses must be washed individually using warm water and a non-abrasive product. If spotting or cloudiness occurs, pour in a few handfuls of coarse salt and two cups of white vinegar. Shake vigorously and rinse several times with warm water.
- ❑ Tilt glass downwards and rinse under the faucet ending with the foot.

#### Cleaning Tableware Using the Dishwasher

- ❑ Set the dishwasher to the delicate cycle, with a maximum temperature of 104 F. If the temperature is too high a chemical reaction may occur that will dull the crystal, producing a milky color. We recommend using gentle care dishwasher liquid that is free of citrus/lemon and not powder form.
- ❑ Separate and generously space the glasses so as to avoid knocking them together.

#### Drying Tableware

- ❑ Place the glasses on a towel to drain, or wipe delicately while keeping the thumb outside of the body and holding the glass by the stem to minimize pressure.
- ❑ Always use a lint-free cotton towel or a linen towel. Either put the glasses back in their boxes or stand them upright, without touching each other.

#### Ice/Champagne Bucket Care

- ❑ Sharp variation in temperature may cause cracks and damage the bucket. We strongly recommend that you pour 2 inches of cold water into the bucket before adding ice cubes.
- ❑ Any shock or contact with hard materials (glass, marble, metal, etc.) may scratch or damage your bucket. Consequently, you should avoid throwing ice cubes into the bucket. We also recommend that you place the bottle to be chilled carefully into the champagne bucket.





## PRODUCT CARE

### DECANTER CARE

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To remove dust use a soft cloth. To prevent scratches on the bottom of the product use the foam dots included in the box.

#### Candlestick Care

Do not allow candle to burn closer than 2 inches from the crystal

### VASE

---

To remove dust use a soft cloth. To prevent scratches on the bottom of the product use the foam dots included in the box.

When putting a floral arrangement in the vase, use a vase insert to prevent scratches on the inside of the vase.

Color Eye and Louxor vases are clear lead crystal with an applied color lacquer

#### Care Instructions

Water must be changed regularly

Vase should never be soaked

Do not use harsh cleaning agents with a scent





# CRYSTAL INNOVATION & APPLICATION



SWAROVSKI - ADVANCED CRYSTAL

CRYSTAL INNOVATION & APPLICATION



SCHOTT ZWIESEL - TRITAN CRYSTAL.



MICROSCOPE LENS



WATCH GLASS - SAPPHIRE CRYSTAL GLASS



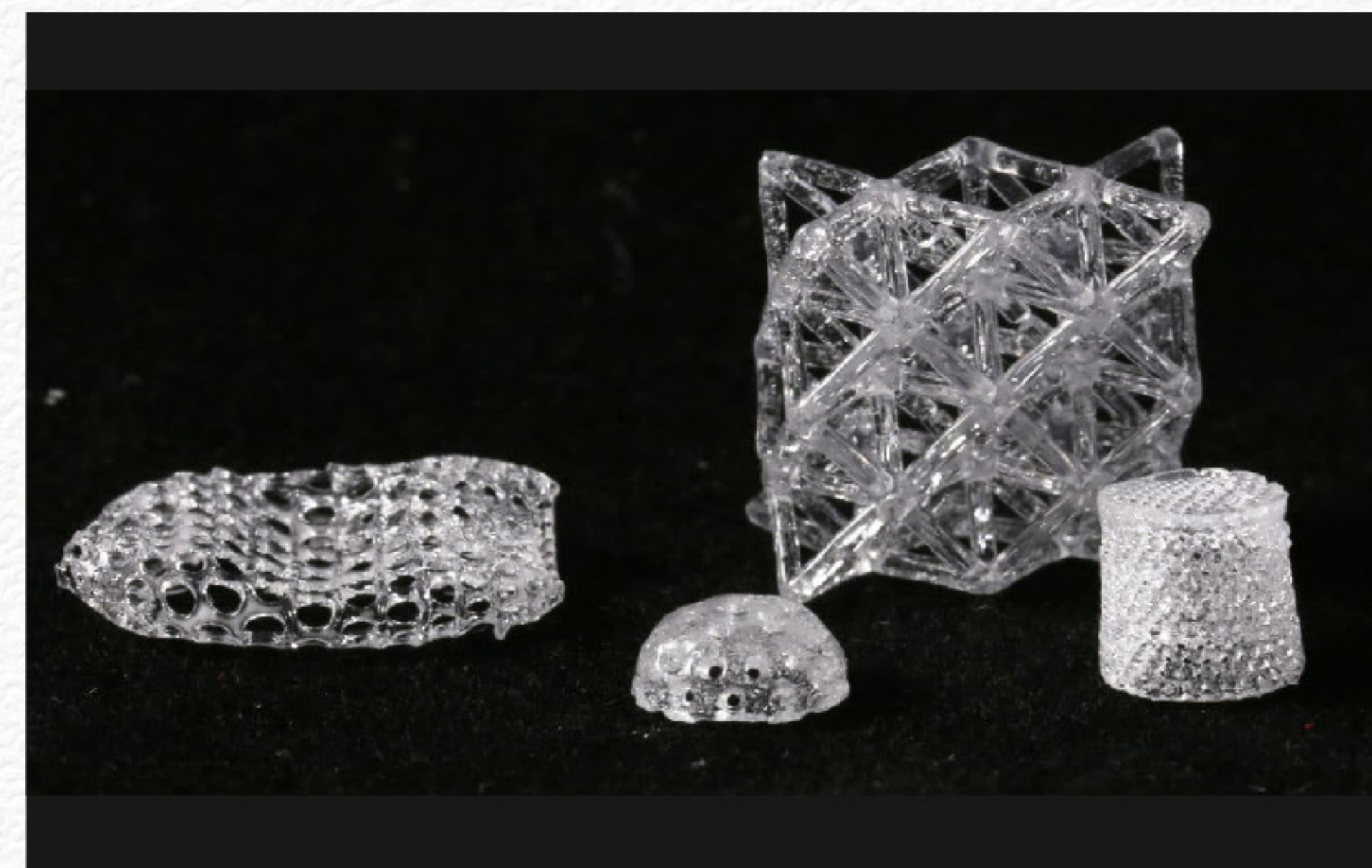
VIEWING WINDOW OF AN X-RAY ROOM



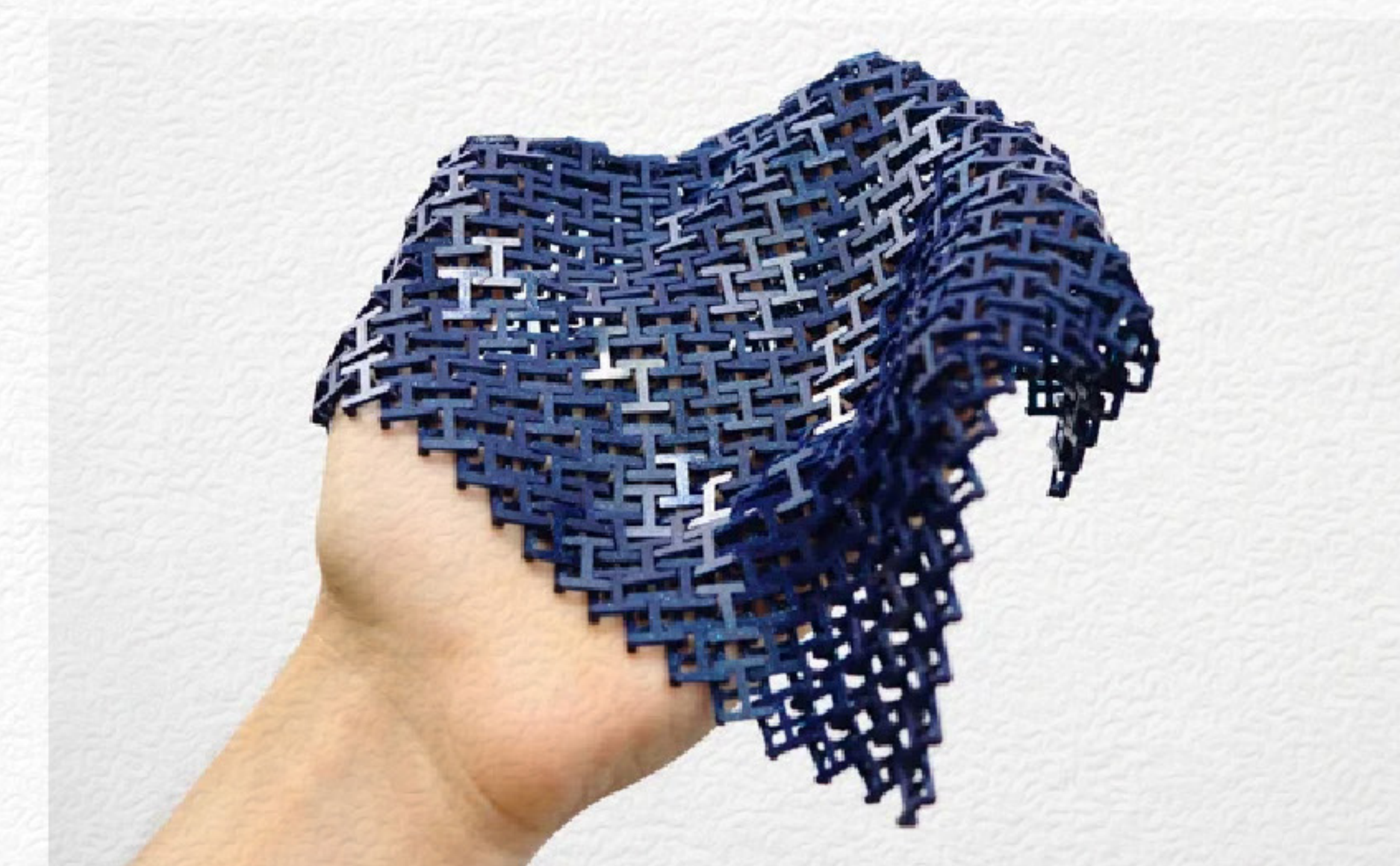
PROJECTOR LENS



ANTIMICROBIAL CORNING® GORILLA® GLASS



3D-PRINTED GLASS OBJECTS



3D-PRINTED FABRIC



# DESIGN LANGUAGE & CMF DEVELOPMENT





## DESIGN LANGUAGE



### SYMMETRICAL

Well-proportioned and exhibiting in symmetry created some of the most classic and iconic silhouettes.



### EXPLICIT

Every surface are well defined and stated clearly, leaving no room for confusion or doubt.



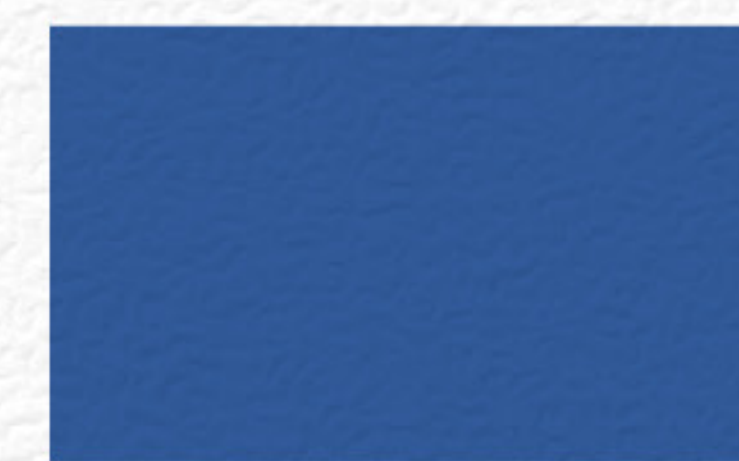
### SOPHISTICATED

Developed to a high level of complexity in detail yet maintain an elegant and appealing design.



## COLOR PALETTE

Crystal is colored by adding different metal oxides to the basic composition to create the desired hue.



DEEP BLUE  
Cobalt



GREEN  
Chrome



RED  
Pure Gold



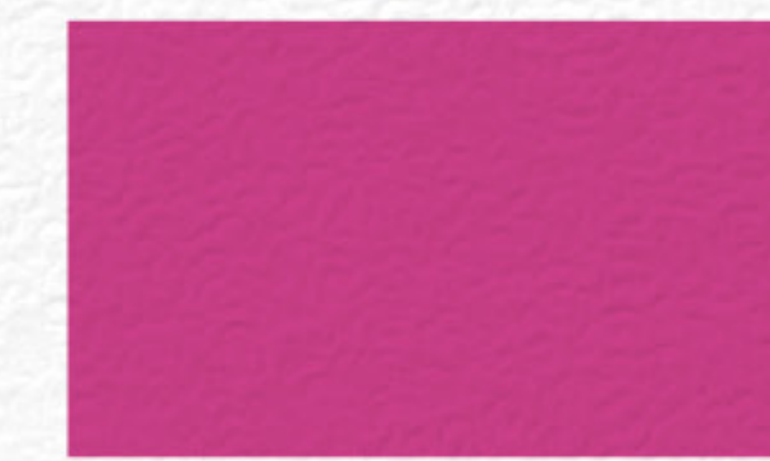
TURQUOISE  
Copper



AMETHYST  
Gold & Silver



BLACK  
Chrome & Magnesium



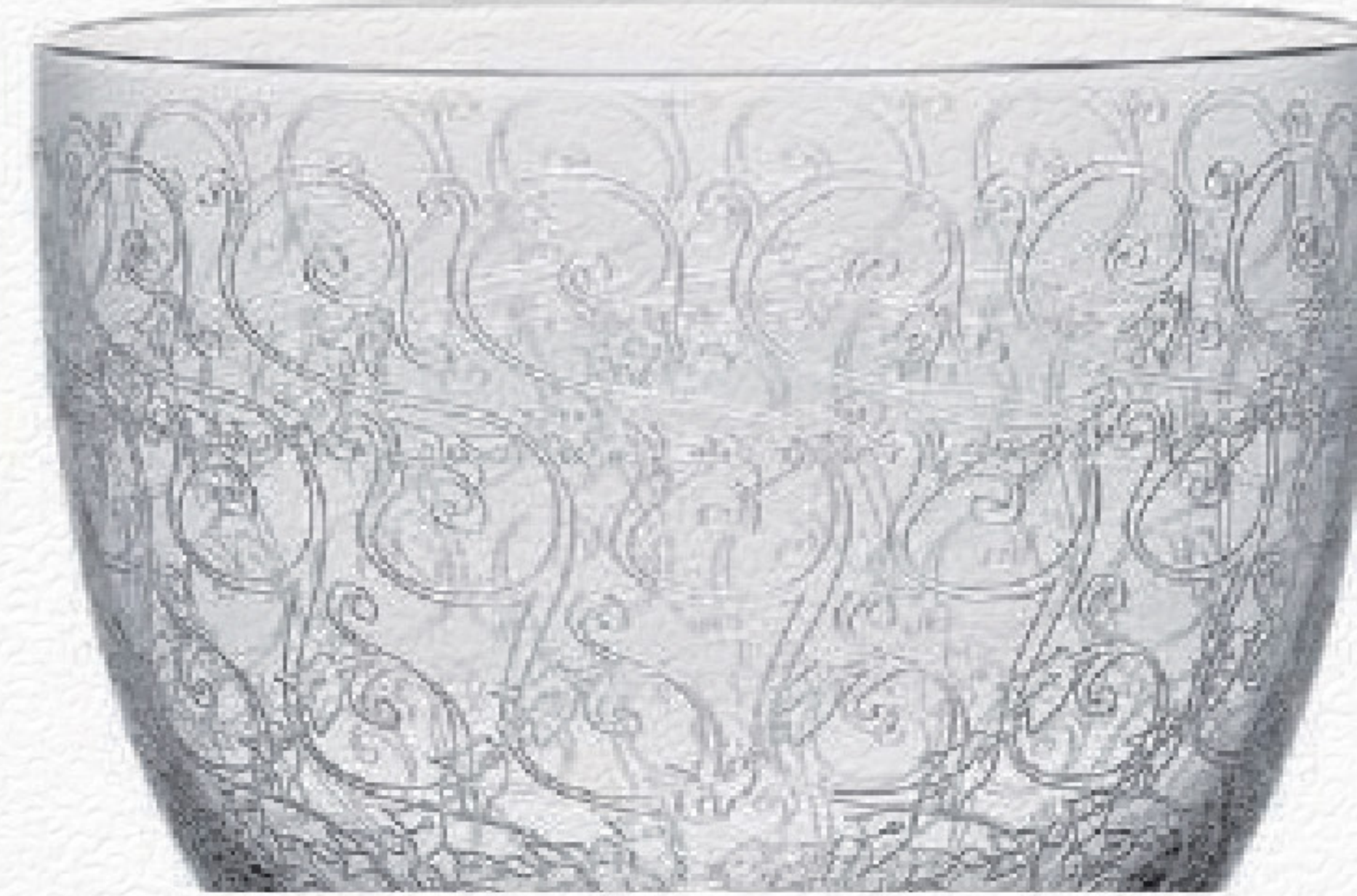
PINK  
Neodymium Oxide



FINISHING



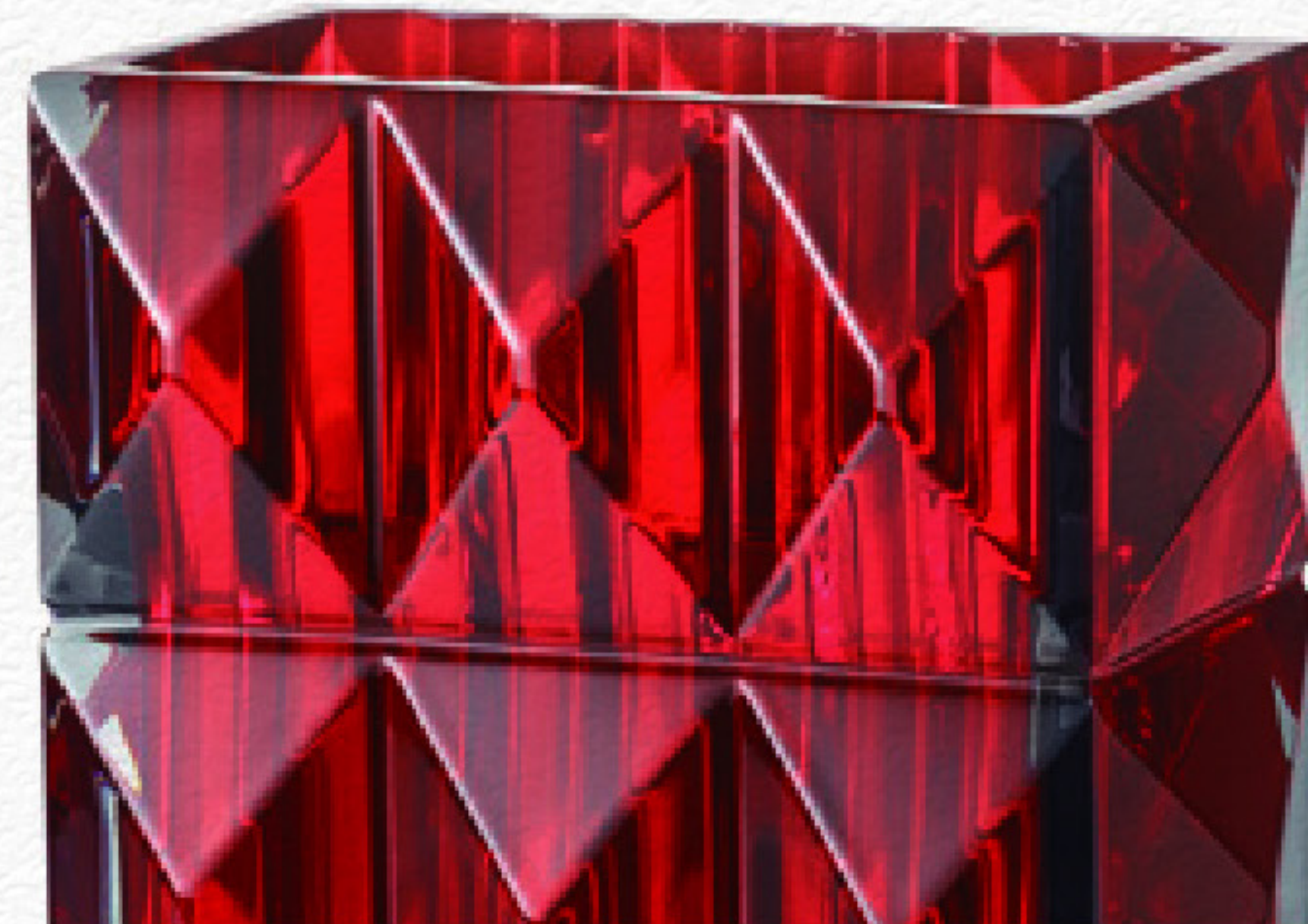
PURE GLOSSY



ACID-ETCHING



GILDING



STAINED



IRIDESCENT CLEAR



LASER ENGRAVING



*Baccarat*

THE LEGEND OF BACCARAT



*Baccarat*  
PART 2 BRAND ANALYSIS

ARTCENTER COLLEGE OF DESIGN  
PRODUCT DESIGN 5  
SEP. 2020







# CURRENT PRODUCTS





# DECORATION

## VASES, BOWLS



LOUXOR ROUND VASE  
\$220      S  
\$950      M  
\$11,000      XL



LOUXOR ROUND VASE  
\$950      M



OCTOGONE VASE  
Clear  
\$1,200



OCTOGONE VASE  
Red  
\$1,500



OCTOGONE VASE  
Clear  
\$750  
\$2,050



EYE VASE  
Clear  
\$450      S  
\$1350      L  
\$11000



EYE VASE  
\$550      S  
\$13,000      M  
XL



LOUXOR VASE  
Clear  
\$790      S  
XL



LOUXOR VASE  
Red  
\$990



FLORA VASE  
\$170



GRAND LOUXOR  
\$950



HÉRITAGE PONTIL VASE  
\$1,500



SPIRALE VASE  
\$1,500  
\$12,500  
\$15,000



SPIRALE VASE  
\$560      S  
L  
XL



GINKGO VASE  
\$500  
\$1,100



GINKGO VASE  
\$10,850      S  
M  
XL



OBJECTIF VASE  
\$890  
\$1,650



SERPENTIN VASE  
\$390      S  
\$990      M  
L



OBJECTIF BOWL  
\$890



OBJECTIF BOWL  
\$1,250      M



WAVE VASE  
\$860      L



WAVE VASE  
\$520      S



DIVA VASE  
\$1,965  
\$4,700



ÉQUINOXE VASE  
\$245      S  
L



HARCOURT BALUSTRE  
VASE Clear  
\$2,200



HARCOURT BALUSTRE  
VASE Clear&Red  
\$2,500



COLOMBINE VASE  
\$335

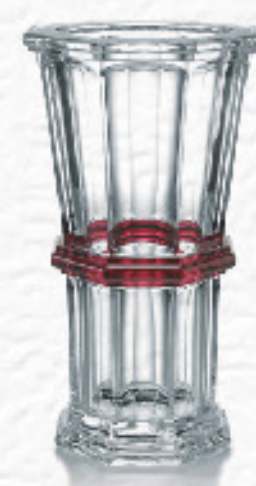




COROLLE VASE  
\$285



HARCOURT 1841 VASE  
Clear  
\$890 M  
\$2,200 L



HARCOURT 1841 VASE  
Clear&Red  
\$3,000 L



TORNADO VASE  
\$4,200



SPIRIT VASE  
\$1,850



HARCOURT AMPHORA  
VASE  
\$5,600



PAULINE VASE  
\$5,490



CELIMÈNE VASE  
\$14,845  
\$35,500



INFINITY VASE  
\$17,000  
S  
L



DIAMANT BALUSTER VASE  
\$13,000



GINKGO PEACOCK VASE  
\$11,000



NEW ANTIQUE II VASE  
\$35,000



NEW ANTIQUE VASE  
\$42,000



NEW ANTIQUE BOWL  
\$4,800



LOUXOR PENCIL HOLDER  
\$240  
\$200  
BLACK  
CLEAR



HAUTE COUTURE VASE  
ENVOL  
\$12,000



HAUTE COUTURE VASE  
LEO  
\$11,000



VOLUTES BOWL  
\$95



PEGASE HORSE  
\$42,500  
\$34,500



HÉRITAGE SUN MIRROR  
BLACK  
CLEAR  
\$68,500



HÉRITAGE HORLOGE  
SOLEIL  
\$160,000



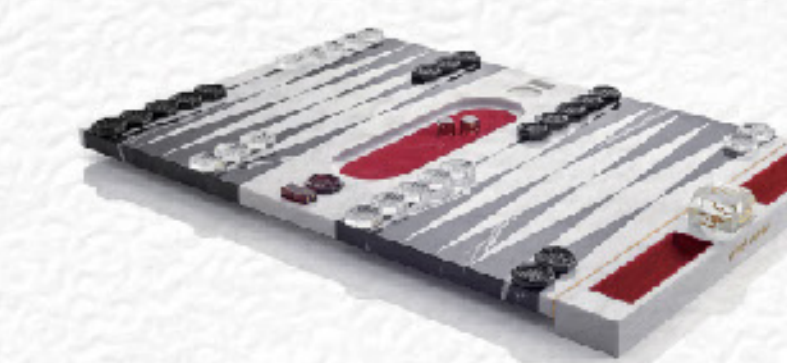
HERITAGE MINI SOLEIL  
\$25,200



NEW ANTIQUE VASE  
(vases, bowls)  
\$42,000



DOMINO GAME  
\$8,200  
\$8,200



BACKGAMMON GAME  
\$18,000



CHECKERS  
\$10,000























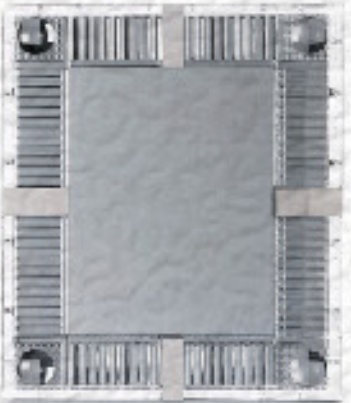






GO GAME  
\$25,000

EXCEPTIONAL  
PIECES



DECORATION

								
CHESSE GAME \$18,300	NEW ANTIQUE BOWL (vases, bowls) \$4,800	HAUTE COUTURE COUPE PALMETTES \$9,500	HAUTE COUTURE PAPILLON - BUTTERFLY \$7,500	HAUTE COUTURE VASE ENVOL (vases, bowls) \$12,000	HAUTE COUTURE VASE LEO (vases, bowls) \$11,000	HAUTE COUTURE DECANTER BEAUNE \$15,000	HAUTE COUTURE PAVILLON LIQUEUR \$16,500	METROPOLIS NUMBER 1 \$125,600
								
RIGOT WOMAN \$1,260	RIGOT MAN \$1,260	RIGOT GREYHOUND DOG \$10,000	RIGOT CAT \$10,000	MARENGO HORSE \$3,750 \$3,900	GSTAAD FIR Clear CLEAR \$220 BLUE \$490	GSTAAD FIR Red Green S \$290 M	NEW ANTIQUE II VASE (vases, bowls) \$35,000	INFINITY VASE (vases, bowls) \$17,000
								
DIAMANT BALUSTER VASE (vases, bowls) \$13,000	GINKGO PEACOCK VASE (vases, bowls) \$11,000	AIGLE IMPERIAL \$55,000	HÉRITAGE PANTHER \$21,000	DIS MOI, MIROIR... MIROIR \$21,000 \$37,000	ELEPHANT S \$40,500 L	CHESSE GAME \$13,500	IMPERATOR EAGLE \$3,105 \$2,565	AMERICAN EAGLE MIDNIGHT \$1,500 CLEAR





NU MAILLOL LA NUIT

\$36,500



PANTHER THE LEAP

\$2,020  
\$1,840



HÉRITAGE ROOSTER

BLUE  
CLEAR \$14,000



CHEETAH ON THE WATCH

\$3,580



NEW ANTIQUE TABLE

\$72,000



LARGE PANTHER

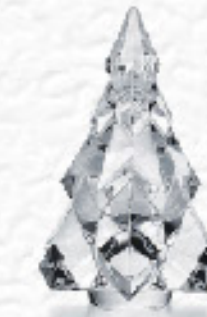
\$52,000  
\$47,500

MIDNIGHT  
CLEAR



ANNUAL ORNAMENT 2020

\$445



GSTAAD FIR  
(exceptional pieces)

\$630



GSTAAD FIR  
(exceptional pieces)

\$390



CHRISTMAS WREATH

\$135



BE@RBRICK

\$135



PAPILLON LUCKY  
BUTTERFLY

Red  
Mahogany  
Amber  
\$140

Gold  
Peony  
\$175



PAPILLON LUCKY  
BUTTERFLY

\$135



DICE

Iridescent clear  
Gold  
\$200

DECORATIVE  
OBJECTS



POKER CARD GAME &  
LOUXOR VIDE-POCHE

Gold  
\$160

Clear  
\$110



ORIGAMI ROOSTER

Clear  
S  
\$220

M  
\$490



ORIGAMI CRANE

Red  
Green  
S  
\$290



ORIGAMI PENGUIN

\$150



ORIGAMI PIG

Black  
\$430

Clear  
\$370



POMPON POLAR BEAR

Amber  
Blue  
Red  
Peony  
Turquoise  
Purple  
\$140

Black  
\$220



THE BLOOM COLLECTION

Iridescent clear  
Gold  
Blue scarabee  
\$175



ORIGAMI ELEPHANT

Gold  
\$320

Clear  
\$200



PAPILLON LUCKY  
BUTTERFLY

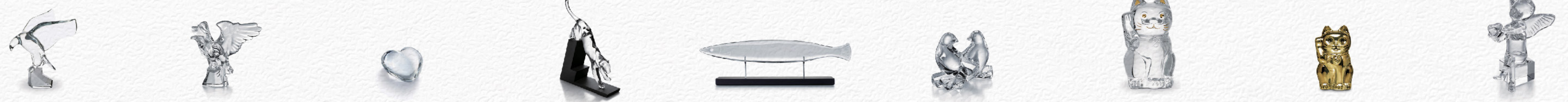
\$240



DECORATION



BUDDHA	BUDDHA	LABRADOR DOG	ZOO ELEPHANT	ZOO BEAR	ZOO DUCK	ZOO MONKEY	NATIVITÉ MOTHER AND CHILD	GOLF PLAYER
\$200	<sup>S</sup> \$8,460	<sup>M</sup> \$330	\$1,500	\$1,400	\$1,100	\$950	\$650	\$460



IMPERATOR EAGLE (exceptional pieces)	AMERICAN EAGLE	COEUR CUPID HEART	PANTHER THE LEAP (exceptional pieces)	BARRACUDA FISH	DOVES	CAT MANEKI NEKO	CAT MANEKI NEKO	ANGE CHERUB
\$3,105 \$2,565	<sup>MIDNIGHT</sup> <sup>CLEAR</sup> \$1,500	\$210 \$280	<sup>CLEAR</sup> <sup>RED</sup> \$2,020 \$1,840	<sup>BLUE</sup> <sup>CLEAR</sup> \$790	\$360 \$480	<sup>RED</sup> <sup>CLEAR</sup> \$390 \$4,170	<sup>S</sup> <sup>L</sup> \$470	<sup>GOLD S</sup> \$300



CARTOON SNOOPY	HORSE'S HEAD	REARING HORSE	MINIMALS KITTY	MINIMALS DOG	MINIMALS YOUNG OWL	ALIZÉE VEIL	ZINZIN STAR	ZINZIN HEART	
\$360	\$415	\$750	\$175	\$175	\$175	\$2380	\$270 \$230	<sup>MIDNIGHT</sup> <sup>CLEAR</sup> \$390 \$250	<sup>RED</sup> <sup>CLEAR</sup>





SRIUS BALL  
\$2205



ZODIAQUE MOUSE 2020  
\$320  
GOLD  
CLEAR



HARCOURT MY FIRE  
CANDLESTICK RED  
\$950



MILLE NUITS LAMP  
\$1900



EYE VOTIVES  
\$570  
\$510  
\$430



MILLE NUITS VOTIVE  
GOLD \$250  
RED \$220  
CLEAR



GRAND LOUXOR  
(vases, bowls)  
GOLD \$950  
CLEAR



HARCOURT OUR FIRE  
CANDLESTICK  
\$1,220



TORCH LAMP  
White  
GOLD \$2900  
RED  
SILVER



TORCH LAMP  
Black  
\$2900



ROUGE 540 CANDLE  
\$510

CANDELABRAS,  
CANDEL-HOLDERS,  
VOTIVES



LOUXOR LAMP  
\$2500



ROUGE 540 CANDLE  
REFILL  
\$95



ROUGE 540 CANDLE SET  
\$50



HARCOURT CANDLESTICK  
\$430



HARCOURT BABY OUR  
FIRE VOTIVE  
\$390



ZÉNITH CANDELABRA  
2L  
\$7000



ZÉNITH CANDELABRA  
4L  
\$9700



MILLE NUITS  
CANDLESTICK  
\$540



MILLE NUITS  
CANDLESTICK  
\$1350





MILLE NUITS  
CANDELABRA  
\$3150



MILLE NUITS  
CANDELABRA  
\$6100



MILLE NUITS  
CANDELABRA  
\$9300



ENFANT CANDLESTICK  
\$2900



ENFANT CANDELABRA  
\$5000



ZÉNITH CANDLESTICK  
Clear  
\$2250



DICE  
(decorative objects)  
\$240



LOUXOR PENCIL HOLDER  
(vases, bowls)  
\$200  
\$240



POKER CARD GAME &  
LOUXOR VIDE-POCHE  
\$445



EYE PHOTO FRAME  
\$280  
\$350  
\$380



HARCOURT ABYSSE  
PHOTO FRAME  
\$555



HAVANA ASHTRAY  
\$850



HARCOURT ABYSSE  
ASHTRAY  
\$920



CADIX ASHTRAY  
\$300



HARCOURT CLOCK  
ABYSSE  
\$975

DESK ACCESSORIES,  
TROPHIES



LALANDE CLOCK  
\$445



COEUR CUPID HEART  
Clear  
\$210



COEUR CUPID HEART  
Red  
\$280



EXCELLENCE TROPHY  
\$1260



SHOOTING STAR TROPHY  
\$1260



ALIZÉE VEIL  
(decorative objects)  
\$2380



ZINZIN STAR  
(decorative objects)  
\$270  
\$230



ZINZIN HEART  
(decorative objects)  
Midnight  
Clear  
\$390  
\$250



SIRIUS BALL  
(decorative objects)  
Red  
Clear  
\$2205



# TABLEWARE

## WINE, WATER GLASSES



JCB PASSION WINE GLASS

Height-9.3 in  
Diameter-3.4 in  
set of 2

\$380



DÉGUSTATION ROMANÉE  
CONTI GLASS

Height-9.1 in  
Capacity-50.7 oz

\$490



NARCISSE GLASS

L  
Height-7.3 in  
Diameter-2.9 in  
S  
Height-7.3 in  
Diameter-2.9 in  
set of 2

\$480



VÉGA GLASS

Red Wine Glass  
Height-7.1 in  
Capacity-10.8 oz  
White Wine Glass  
Height-7.1 in  
Capacity-6.8 oz

\$190



HARCOURT EVE GLASS

White Wine Glass  
Height-6.7 in  
Capacity-6.8 oz  
Red Wine Glass  
Height-7.1 in  
Capacity-8.1 oz  
Water Glass  
Height-7.5 in  
Capacity-9.8 oz  
American Water Glass  
Height-8.3 in  
Capacity-13.2

\$200



VÉGA GLASS

Water Glass  
Height-7.1 in  
Capacity-13.5 oz

\$220



HARCOURT 1841 GLASS  
CLEAR

\$290



VÉGA GLASS

Red  
Blue  
Amber  
Height-5.4 in  
Diameter-3.5 in  
Capacity-9.8 oz  
set of 2

\$480



HARCOURT 1841 GLASS

Clear&Red  
Clear&Blue  
Height-6.1 in  
Diameter-3.6 in  
Capacity-8.5 oz  
set of 2

\$640



VÉGA GLASS

Clear  
Height-5.4 in  
Diameter-3.5 in  
Capacity-9.8 oz  
set of 2

\$320



MASSÉNA GLASS

Water Glass  
Height-6.9 in  
Capacity-8.5 oz  
American Water Glass  
Height-8 in  
Diameter-4.3 in  
Weight-20.5 oz  
Red Wine Glass  
Height-6.4 in  
Capacity-6.8 oz  
American Water Glass  
Height-7.5 in  
Capacity-11.8 oz

\$190



VÉGA WINE RHINE GLASS

Red  
Blue  
Amber  
Purple  
Green  
Height-9 in  
Diameter-3.1 in  
Capacity-7.4 oz  
set of 2

\$580



CHÂTEAU BACCARAT  
GLASS

White Wine Glass  
Height-8.1 in  
Diameter-2.3 in  
Capacity-12.8 oz  
set of 2  
Red Wine Glass  
Height-8.6 in  
Diameter-2.4 in  
Capacity-13.9 oz  
set of 2

\$230



DIAMANT GLASS

White Wine Glass  
Height-6.7 in  
Capacity-6.8 oz  
Red Wine Glass  
Height-7.1 in  
Capacity-8.1 oz  
Water Glass  
Height-7.5 in  
Capacity-9.8 oz  
American Water Glass  
Height-8.3 in  
Capacity-13.2 oz

\$220



CHÂTEAU BACCARAT  
GLASS

Red Wine Glass  
Height-9.7 in  
Capacity-25.4 oz  
set of 2

\$300



DÉGUSTATION GRAND  
BORDEAUX GLASS

Height-9.6 in  
Capacity-25.4 oz

\$240



CHÂTEAU BACCARAT  
TUMBLER

S  
Height-3.5 in  
Capacity-10.1 oz  
set of 2  
L  
Height-3.5 in  
Diameter-2.8 in  
Capacity-12.8 oz  
set of 2

\$165



DÉGUSTATION GRAND  
BOURGOGNE GLASS

Height-9.6 in  
Capacity-25.4 oz

\$240





**HARCOURT  
LOUIS-PHILIPPE GLASS**

Height-6.7 in  
Capacity-8.5 oz

\$630



**MILLE NUITS GLASS**

S  
White Wine Glass  
Height-5.9 in  
Capacity-5.7 oz  
Red Wine Glass  
Height-6.3 in  
Capacity-7.4 oz  
Water Glass  
Height-6.7 in  
Capacity-11.5 oz

\$190



**MILLE NUITS GLASS**

M  
Water Glass  
Height-9.8 in  
Capacity-11.5 oz  
Red Wine Glass  
Height-9.3 in  
Capacity-7.4 oz

\$220



**HARCOURT WINE RHINE  
GLASS**

Blue  
Purple  
Moss  
Orange  
Pink  
Dark Green  
Height-7.5 in  
Capacity-4.4 oz

\$650



**TSAR GLASS**

Blue  
Pink  
Green  
Water Glass  
Height-14.2 in  
Capacity-8.5 oz

\$3,600



**TSAR GLASS**

Blue  
Pink  
Green  
Red Wine Glass  
Height-10.6 in  
Capacity-8.5 oz

\$3,000



**TSAR GLASS**

Blue  
Pink  
Green  
Porto Glass  
Height-7.9 in  
Capacity-1 oz

\$2,500



**OENOLOGIE GLASS RED  
BOURGOGNE**

Height-7.1 in  
Diameter-2.4 in  
Capacity-11.2 oz

\$330



**ROHAN GLASS**

Red Wine Glass  
Height-3.9 in  
Capacity-7.1 oz  
Water Glass  
Height-4.4 in  
Capacity-10.1 oz

\$230



**TSAR GLASS**

Clear  
Height-9.6 in  
Diameter-2.3 in  
Capacity-5.7 oz  
set of 2

\$360



**TSAR GLASS**

Clear&Blue  
Clear&Black  
Clear&Red  
Height-9.6 in  
Diameter-2.3 in  
Capacity-5.7 oz  
set of 2

\$390



**JCB PASSION CHAMPAGNE  
FLUTE**

Height-9.3 in  
Diameter-2.4 in  
set of 2

\$380



**HARCOURT 1841 COUPE**

Height-5.2 in  
Diameter-3.8 in  
Capacity-5.7 oz  
set of 2

\$490



**DOM PERIGNON FLUTE**

Height-9.2 in  
Capacity-5.1 oz  
set of 2

\$280



**MASSÉNA COUPE**

Height-5.5 in  
Diameter-3.7 in  
Capacity-5.7 oz  
set of 2

\$390



**MILLE NUITS FLUTISSIMO**

Clear  
Height-11.4 in  
Capacity-5.7 oz  
set of 2

\$520



**MILLE NUITS FLUTISSIMO**

Amber  
Blue  
Midnight  
Moss  
Red  
Purple  
Height-11.4 in  
Capacity-5.7 oz  
set of 2

\$600



**MILLE NUITS FLUTE**

Height-8.7 in  
Diameter-2.2 in  
Capacity-6.1 oz  
set of 2

\$320





**CHÂTEAU BACCARAT FLUTE**

Height-9.4 in  
Diameter-1.7 in  
Capacity-7.1 oz  
set of 2

\$230



**VÉGA FLUTISSIMO**

Clear  
Height-11.4 in  
Diameter-2.2 in  
Capacity-6.1 oz  
set of 2

\$490



**VÉGA FLUTISSIMO**

Red  
Amber  
Blue  
Green  
Height-11.4 in  
Diameter-2.2 in  
Capacity-6.1 oz  
set of 2

\$570



**ROHAN FLUTE**

Height-5.7 in  
Capacity-4.7 oz

\$230



**TSAR COUPE**

Blue  
Pink  
Green  
Height-10.9 in  
Capacity-6.1 oz

\$3,500



**HARCOURT EMPIRE FLUTE**

Height-7 in  
Capacity-4.1 oz

\$590



**HARCOURT 1841 FLUTEGLASS**

Height-7 in  
Diameter-2.4 in  
Capacity-4.1 oz  
set of 2

\$490



**MASSÉNA FLUTEGLASS**

Height-8.5 in  
Diameter-1.8 in  
Capacity-5.4 oz  
set of 2

\$390



**DIAMANT CHAMPAGNE FLUTE**

Height-9.8 in  
Diameter-2.3 in  
Capacity-5.7 oz  
set of 2

\$380



**OENOLOGIE FLUTE**

Height-8.1 in  
Diameter-2.1 in  
Capacity-9.5 oz  
set of 2

\$330



**VÉGA FLUTE**

Height-8.9 in  
Diameter-2.2 in  
Capacity-6.4 oz  
set of 2

\$320



DECANTERS,  
PITCHERS



JCB PASSION WINE  
DECANTER

Height-14.6 in  
Diameter-4.8 in

\$860



JCB PASSION CHAMPAGNE  
DECANTER

Height-13.9 in  
Diameter-5.8 in

\$960



OENOLOGIE YOUNG WINE  
DECANTE

Height-10.6 in  
Capacity-50.7 oz

\$800



CHÂTEAU BACCARAT  
DECANTER

Height-10.6 in  
Capacity-43.3 oz

\$590



HARCOURT 1841  
DECANTER

Height-11.9 in  
Capacity-25.4 oz

\$1,490



HARCOURT 1841 PITCHER

Height-6.3 in  
Capacity-30.4 oz

\$1,200



MASSÉNA DECANTER

Height-13.3 in  
Capacity-30.4 oz

\$990



MASSÉNA PITCHER

Height-9.4 in  
Capacity-50.7 oz

\$990



HARMONIE PITCHER

Height-8.3 in  
Capacity-47.3 oz

\$1,130



MILLE NUITS DECANTER

Height-15 in  
Capacity-25.4 oz

\$890



ROHAN DECANTER

Height-13.6 in  
Capacity-25.4 oz

\$590



HERITAGE PARAISON SET

\$2,650



HAUTE COUTURE  
DECANTER BEAUNE

Height  
12.9 in  
Weight  
25.2 oz  
Number of copies  
18 copies

\$15,000



HARCOURT EMPIRE  
DECANTER

Height-11.9 in  
Capacity-25.4 oz

\$1,800



TABLE ACCESSORIES



SWING PLATE

S  
M

\$90  
\$130



SWING BOWL

S  
M

\$90  
\$130



SWING SMALL BOWL

set of 2

\$150



BAMBOU CHOPSTICKS HOLDER

\$120



HARCOURT EGGHOLDER

set of 2

\$180



TIP-TOP CORK

\$260



ARABESQUE SMALL BOWL

S  
L

\$100  
\$200



MILLE NUITS CENTERPIECE

M

\$950



MILLE NUITS CENTERPIECE

L

\$2,900



MILLE NUITS BOWL

\$155



MILLE NUITS COASTER

\$135



MILLE NUITS PLATE

XS  
S  
M  
L

\$70  
\$235  
\$250  
\$400



MILLE NUITS SALAD PLATE

\$245



HARCOURT MISSOURI MUSTARD JAR

\$250



HARCOURT MISSOURI JAM JAR

\$480



ARABESQUE PLATE

S  
M  
L  
L

\$100  
\$210  
\$260  
\$350



DIAMANT BOWL

\$1,400



HARCOURT ABYSSE VODKA

\$7,700





MILLE NUITS CANDY BOX

M

\$3,720



MILLE NUITS CANDY BOX

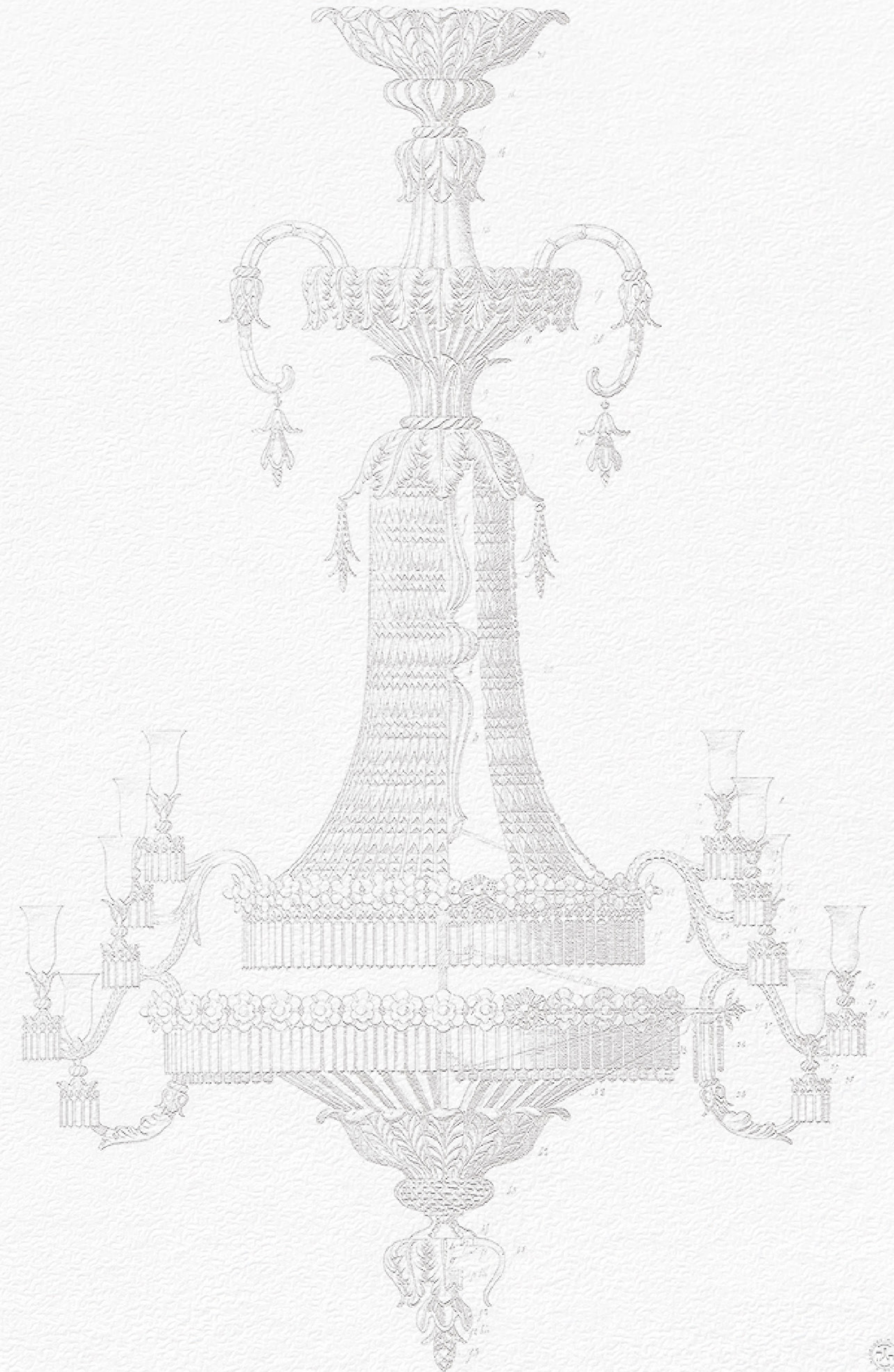
L

\$4,075



HAUTE COUTURE COUPE  
PALMETTES

\$9,500



Haute Couture 40 x 85 cm



# JEWELRY & ACCESSORIES

## RINGS



CROISÉ RING

4 3/4  
5 1/2  
6 1/2  
7  
SILVER  
blue  
turquoise  
\$270



CROISÉ RING

4 3/4  
5 1/2  
6 1/2  
7  
VERMEIL  
clear  
red  
\$350



ÉTOILE DE MON COEUR

4 3/4  
5 1/2  
6 1/2  
7  
SILVER  
purple  
lightblue  
\$430



ÉTOILE DE MON COEUR

4 3/4  
5 1/2  
6 1/2  
7  
VERMEIL  
clear  
black  
red  
\$480



MINI MÉDICIS TOI&MOI

4 3/4  
5 1/2  
6 1/2  
7  
SILVER  
aqua  
rivierablue  
\$370



MINI MÉDICIS TOI&MOI

4 3/4  
5 1/2  
6 1/2  
7  
VERMEIL  
clear  
pink  
red  
\$450



MÉDICIS RING

4 3/4  
5 1/2  
6 1/2  
7  
SILVER  
aqua mirror  
rivierablue  
\$320



MÉDICIS RING

4 3/4  
5 1/2  
6 1/2  
7  
VERMEIL  
red mirror  
\$400



BACCARAT PAR MARIE-HÉLÈNE DE TAILLAC

4 3/4  
5 1/2  
6 1/2  
7  
SILVER  
blue  
\$350



BACCARAT PAR MARIE-HÉLÈNE DE TAILLAC

4 3/4  
5 1/2  
6 1/2  
7  
GOLD  
clear  
red  
poeny  
turquoise  
\$600



FLEURS DE PSYDÉLIC RING

4 3/4  
5 1/2  
6 1/2  
7  
SILVER  
iridescent red  
aqua mirror  
blue scarabee  
\$330



LA BAGUE POP

4 3/4  
5 1/2  
6 1/2  
7  
red  
black  
light blue  
turquoise  
\$390



NECKLACES



CRYSTAL DROPS OF COLOR  
BACCARAT PAR MARIE-HÉLÈNE DE  
TAILLAC NECKLACE  
\$1450



BACCARAT PAR MARIE-HÉLÈNE DE  
TAILLAC NECKLACE  
\$3300



CROISÉ LONG NECKLACE  
SILVER  
\$730



CROISÉ LONG NECKLACE  
VERMEIL  
\$920



ÉTOILE DE MON COEUR  
NECKLACE SILVER  
\$780



ÉTOILE DE MON COEUR  
NECKLACE  
\$900



MINI MÉDICIS LONG  
NECKLACE  
\$990



MINI MÉDICIS LONG  
NECKLACE  
\$1200



FLEURS DE PSYDÉLIC  
NECKLACE  
\$850



MINI MÉDICIS NECKLACE  
SILVER  
\$790



MINI MÉDICIS NECKLACE  
VERMEIL  
\$940



FLEURS DE PSYDÉLIC  
NECKLACE  
\$520



FLEURS DE PSYDÉLIC  
NECKLACE  
\$600



FLEURS DE PSYDÉLIC  
NECKLACE  
\$440



FLEURS DE PSYDÉLIC  
NECKLACE  
\$510



MÉDICIS NECKLACE  
SILVER  
\$440



MÉDICIS NECKLACE  
VERMEIL  
\$510



FLEURS DE PSYDÉLIC  
NECKLACE  
\$390



ROMANCE NECKLACE  
S  
\$290



ROMANCE NECKLACE  
M  
\$390



PENDANTS



CRYSTAL DROPS OF COLOR  
BACCARAT PAR MARIE-HÉLÈNE DE  
TAILLAC PENDANT  
\$230



CRYSTAL DROPS OF COLOR  
BACCARAT PAR MARIE-HÉLÈNE DE  
TAILLAC PENDANT  
\$350



ÉTOILE DE MON COEUR  
PENDANT  
\$240



ÉTOILE DE MON COEUR  
PENDANT  
\$300



CROISÉ PENDANT  
SILVER  
\$280



CROISÉ PENDANT  
VERMEIL  
\$400



PSYDÉLIC PENDANT  
S  
\$390



PSYDÉLIC PENDANT  
M  
\$550



ROMANCE PENDANT  
SILVER  
\$250



GALÉA PENDANT  
\$390



GALÉA PENDANT  
\$450



VENITIAN CHAIN  
\$160



VENITIAN CHAIN  
\$200

EARRINGS



CRYSTAL DROPS OF COLOR  
BACCARAT PAR MARIE-HÉLÈNE DE  
TAILLAC EARRINGS  
\$720



CRYSTAL DROPS OF COLOR  
BACCARAT PAR MARIE-HÉLÈNE DE  
TAILLAC EARRINGS  
\$950



ÉTOILE DE MON COEUR  
EARRINGS  
\$480



ÉTOILE DE MON COEUR  
EARRINGS  
\$540



ÉTOILE DE MON COEUR  
EARRINGS  
\$840



BACCARAT PAR MARIE-HÉLÈNE DE  
TAILLAC EARRINGS  
\$480



BACCARAT PAR MARIE-HÉLÈNE DE  
TAILLAC EARRINGS  
\$600



CROISÉ EARRINGS  
\$370



CROISÉ EARRINGS  
\$470





BACCARAT PAR MARIE-HÉLÈNE DE  
TAILLAC EARRINGS  
\$1300



PSYDÉLIC EARRINGS  
\$510



MINI MÉDICIS EARRINGS  
\$320



MINI MÉDICIS EARRINGS  
\$390



FLEURS DE PSYDÉLIC  
EARRINGS  
\$510



FLEURS DE PSYDÉLIC  
EARRINGS  
\$600



GALÉA EARRINGS  
SILVER  
\$430



GALÉA EARRINGS  
VERMEIL  
\$520



MÉDICIS EARRINGS  
SILVER  
\$490



MÉDICIS EARRINGS  
VERMEIL  
\$570



CROISÉ BRACELET  
SILVER  
\$240



CROISÉ BRACELET  
VERMEIL  
\$330



ÉTOILE DE MON COEUR  
CHAIN BRACELET  
\$410



ÉTOILE DE MON COEUR  
CHAIN BRACELET  
\$480



MINI MÉDICIS BRACELET  
SILVER  
\$450



MINI MÉDICIS BRACELET  
VERMEIL  
\$540

BRACELETS





BACCARAT ROUGE 540 EXTRAIT DE  
PARFUM  
\$425



BACCARAT ROUGE 540 EAU DE  
PARFUM TRAVEL SET  
\$925



BACCARAT ROUGE 540 EAU DE  
PARFUM REFILLS  
\$180



ROUGE 540 EAU DE PARFUM  
BACCARAT  
\$300



MÉDICIS CUFFLINKS  
SILVER  
\$510



MÉDICIS CUFFLINKS  
VERMEIL  
\$560

PERFUMES,  
ACCESSORIES





BARWARE

HIGHBALLS,  
TUMBLER SETS



KENTUCKY DERBY BIBA	KENTUCKY DERBY BELUGA	KENTUCKY DERBY STELLA	KENTUCKY DERBY ROSA	KENTUCKY DERBY ETNA	KENTUCKY DERBY VEGA	CHÂTEAU BACCARAT DEGUSTATION SETS SET	EVERYDAY LES MINIS	HARMONIE ON THE ROCKS
\$190	\$190	\$190	\$190	\$190	\$190	\$250	\$650	\$990



SWING CONTINENTAL SET	EVERYDAY BACCARAT GRANDE	EVERYDAY BACCARAT CLASSIC	4 ELEMENTS SET	KENTUCKY DERBY EVERYDAY
\$410	\$470	\$470	\$490	\$550



MOSAÏQUE TUMBLERS SET	HERITAGE PARAISON SET	LOUXOR BAR SET
\$1,470	\$2,650	\$3,500

HIGHBALLS,  
TUMBLER GLASSES



HIGHBALLS,  
TUMBLER GLASSES



PERFECTION TUMBLER

From \$120 to \$190  
Available in 2 sizes



PERFECTION HIGHBALL

\$190



CHÂTEAU BACCARAT  
TUMBLER

\$165



CHÂTEAU BACCARAT  
TUMBLER

\$165



VÉGA TUMBLER

\$175



VÉGA HIGHBALL

\$175



BÉLUGA TUMBLER

\$175  
Available in 2 sizes



NANCY HIGHBALL

\$280



MASSÉNA TUMBLER

\$280  
Available in 2 sizes



BÉLUGA HIGHBALL

\$175



MILLE NUITS TUMBLER

\$190



MILLE NUITS HIGHBALL

\$190



OENOLOGIE BEER MUG

\$220



VERRES DE LÉGENDE  
PARIS 1889

\$240



VERRES DE LÉGENDE  
TOKYO 1878

\$240



PARME TUMBLER

\$250



DIAMANT TUMBLER

\$280



NANCY TUMBLER

\$280  
Available in 2 sizes



PARME HIGHBALL

\$250



ROHAN TUMBLER

\$250



ROHAN HIGHBALL

\$250



MOSAÏQUE TUMBLER

\$490



LOUXOR TUMBLER

\$490



CRYSTAL CLEAR GLASS BY

\$550



HARCOURT EMPIRE  
TUMBLER

\$640



HARCOURT EMPIRE  
HIGHBALL

\$640





MASSÉNA HIGHBALL  
\$280



HARMONIE TUMBLER  
\$280



HARMONIE HIGHBALL  
\$280



HARCOURT TALLEYRAND TUMBLER  
From \$300 to \$370  
Available in 2 sizes



HARCOURT CAFÉ BACCARAT  
\$390



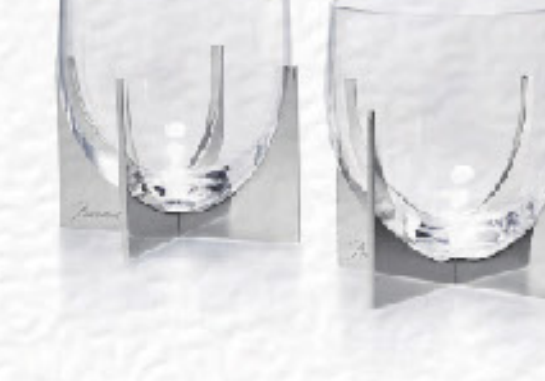
HARCOURT 1841 HIGHBALL  
\$430



HARCOURT 1841 TUMBLER  
From \$430 to \$590  
Available in 2 sizes



HARCOURT ABYSSE TUMBLER  
\$660



HERITAGE TUMBLER PARAISSON  
\$660

WINE TASTING GLASSES



CHÂTEAU BACCARAT DEGUSTATION SET  
\$250



WINE THERAPY SET  
\$890



BUBBLE BOX  
\$990



MASSÉNA GLASS  
\$190



CHÂTEAU BACCARAT GLASS  
\$230



DÉGUSTATION GRAND BORDEAUX GLASS  
\$240



DÉGUSTATION GRAND BOURGOGNE GLASS  
\$240



JCB PASSION WINE GLASS  
\$380



DÉGUSTATION ROMANÉE CONTI GLASS  
\$490



CHÂTEAU BACCARAT GLASS  
\$300



OENOLOGIE GLASS RED BOURGOGNE  
\$330



OENOLOGIE GLASS RED BORDEAUX  
\$330





COCKTAIL GLASSES

HARCOURT ABYSSE  
VODKA GLASS  
\$250

VÉGA MARTINI GLASS  
\$330

DÉGUSTATION COGNAC  
GLASS  
\$380

VÉGA MARTINI GLASS  
\$990



WHISKEY  
DECANTERS

BÉLUGA WHISKEY  
DECANTER  
\$590

VÉGA WHISKEY  
DECANTER  
\$590

PERFECTION WHISKEY  
DECANTER  
\$750

MASSÉNA WHISKEY  
DECANTER  
\$790

HARMONIE WHISKEY  
DECANTER ROUND  
\$790

HARCOURT 1841 WHISKEY  
DECANTER  
\$1,250

HARMONIE WHISKEY  
DECANTER SQUARE  
\$1,315

LOUXOR BAR SET  
\$3,500

HARCOURT CHAMPAGNE  
COOLER  
\$5,990





HARCOURT EGGHOLDER  
\$180



SWING SMALL BOWL  
\$150



MILLE NUITS COASTER  
\$135



MASSÉNA ICE BUCKET  
\$900



ARABESQUE DESSERT SET  
\$400



SWING CONTINENTAL SET  
\$410



HARMONIE ICE BUCKET  
\$770



HARCOURT CHAMPAGNE COOLER  
\$5,990




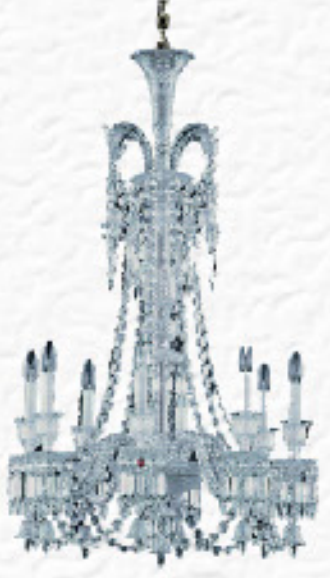











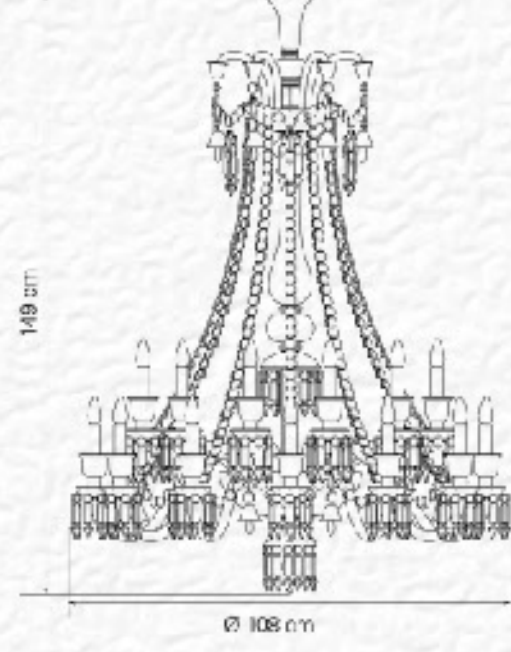
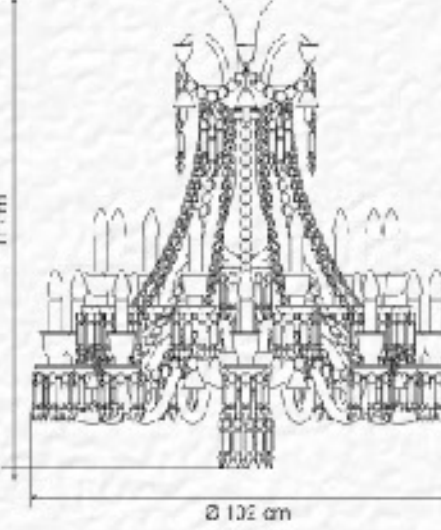
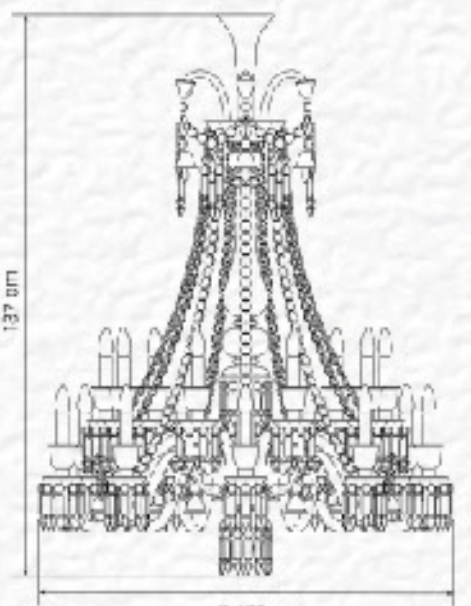
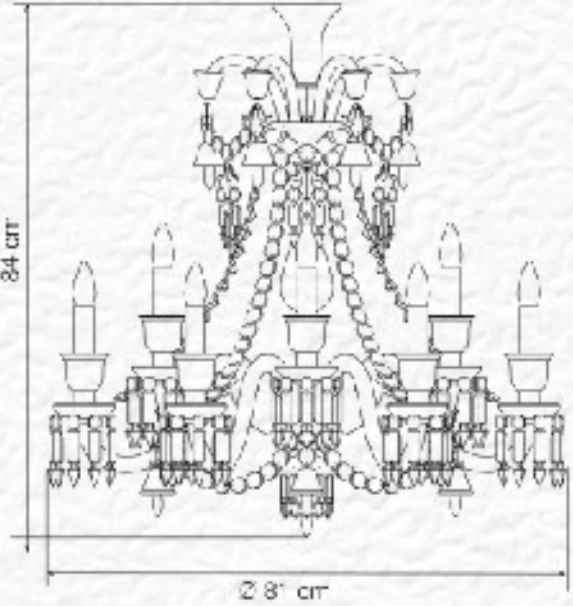
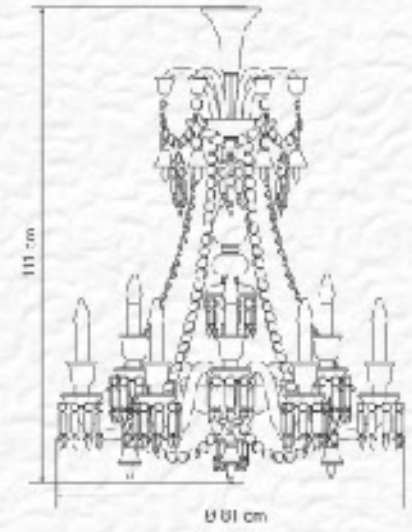
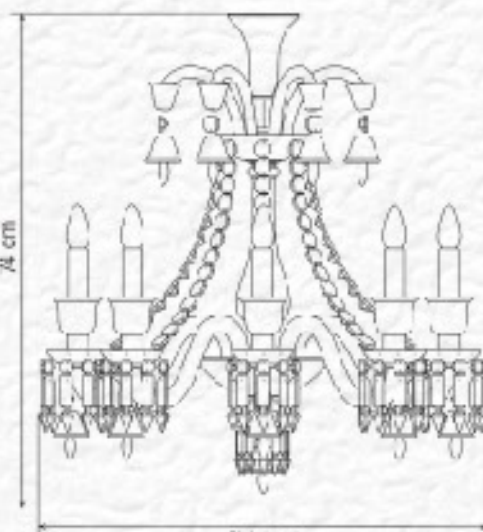
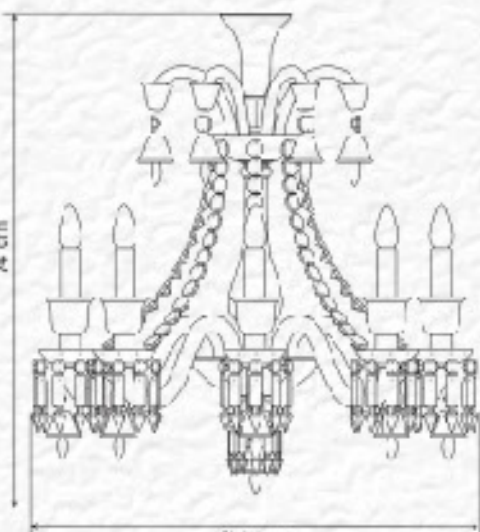

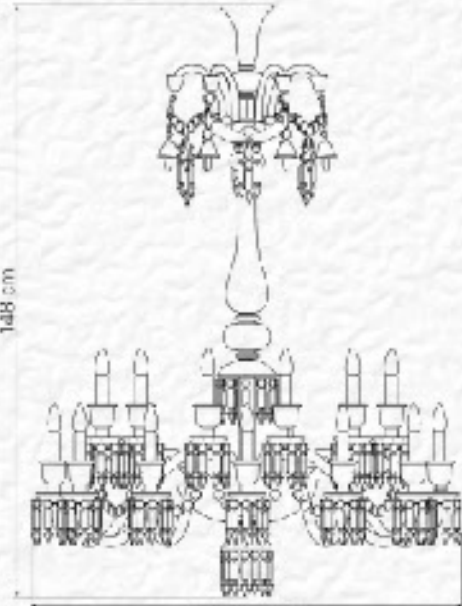

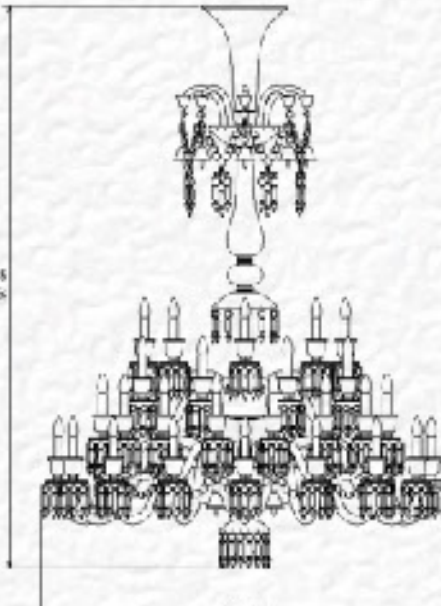
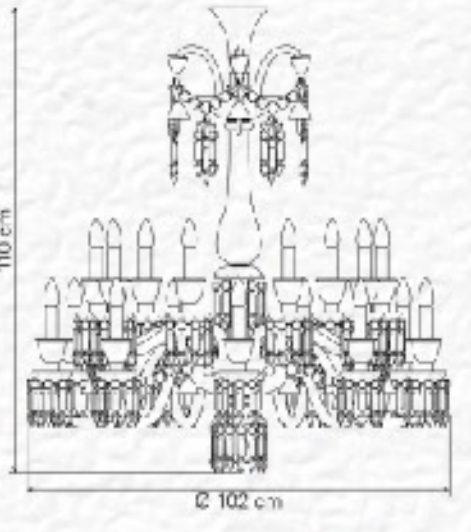


HAUTE COUTURE PAVILLON LIQUEUR  
\$165,000

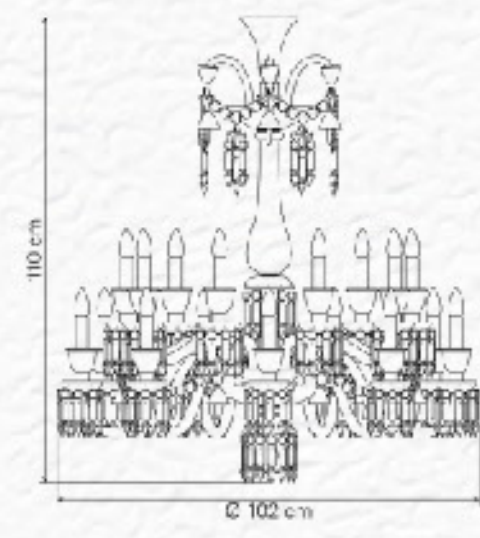
## ACCESSORIES



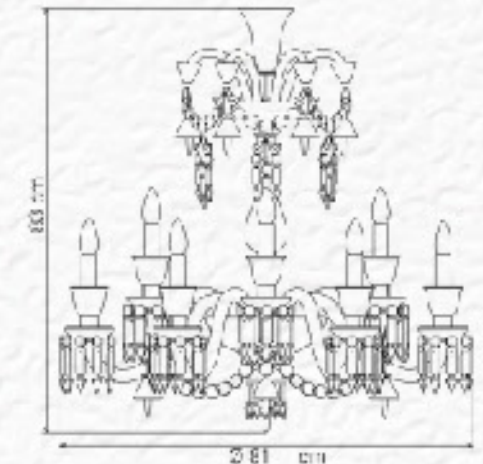
**LIGHTING**  
**CEILING,**  
**CHANDELIERS**

								
PARIS CHANDELIER (24L)	PARIS CHANDELIER (36L)	ZÉNITH CHANDELIER (8L Short)	ZÉNITH CHANDELIER (8L Long)	ZÉNITH CHANDELIER (12L Short)	ZÉNITH CHANDELIER (12L Long)	ZÉNITH CHANDELIER (18L Short)	ZÉNITH CHANDELIER (18L Long)	ZÉNITH CHANDELIER (24L Short)
\$87,000	\$130,000	\$27,000	\$33,500	\$38,000	\$44,000	\$55,000	\$59,000	\$69,500
								
ZÉNITH CHANDELIER (24L Long)	ZÉNITH CHANDELIER (36L Short)	ZÉNITH CHANDELIER (48L Short)	ZÉNITH CHANDELIER (64L Short)	ZÉNITH CHANDELIER (84L Short)	ZÉNITH BLACK CHANDELIER (24L Short)	ZÉNITH BLACK CHANDELIER (24L Long)	ZÉNITH BLACK CHANDELIER (18L Short)	ZÉNITH BLACK CHANDELIER (18L Long)
\$76,000	\$103,000	\$155,000	\$302,000	\$355,000	\$107,500	\$117,500	\$85,000	\$91,000
								
ZÉNITH BLACK CHANDELIER (12L Short)	ZÉNITH BLACK CHANDELIER (12L Long)	ZÉNITH BLACK CHANDELIER (8L Short)	ZÉNITH BLACK CHANDELIER (8L Long)	ZÉNITH FLOU, JE TE VOIS FLOU (24L Short)	ZÉNITH FLOU, JE TE VOIS FLOU (24L Long)	ZÉNITH FLOU, JE TE VOIS FLOU (36L Short)	ZÉNITH FLOU, JE TE VOIS FLOU (48L Short)	ZÉNITH FLOU, JE TE VOIS FLOU (18L Short)
\$58,500	\$69,000	\$39,000	\$51,500	\$85,500	\$93,500	\$127,500	\$191,500	\$68,000

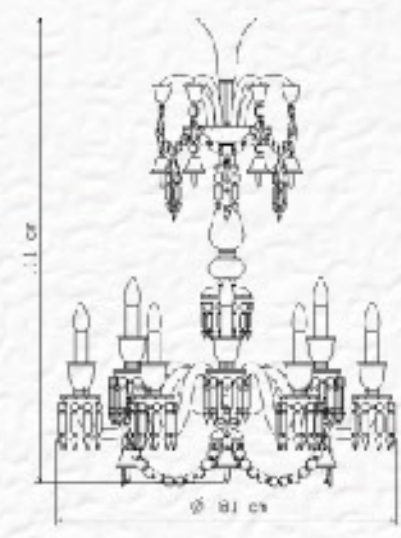




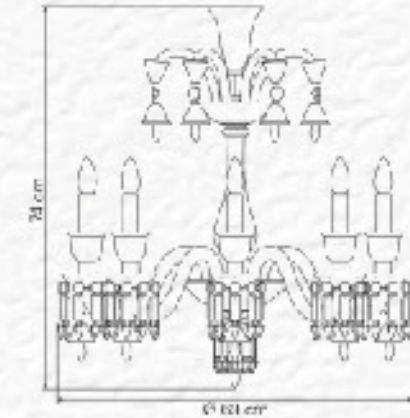
ZÉNITH FLOU, JE TE VOIS FLOU  
(18L Long)  
\$73,000



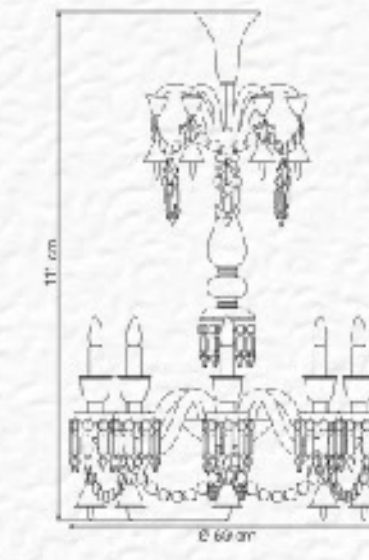
ZÉNITH FLOU, JE TE VOIS FLOU  
(12L Short)  
\$47,000



ZÉNITH FLOU, JE TE VOIS FLOU  
(12L Long)  
\$55,000



ZÉNITH FLOU, JE TE VOIS FLOU  
(8L Short)  
\$32,000



ZÉNITH FLOU, JE TE VOIS FLOU  
(8L Long)  
\$37,700



LE ROI SOLEIL CHANDELIER  
(24L)  
\$90,000



LE ROI SOLEIL CHANDELIER  
(40L)  
\$136,000



MILLE NUITS CHANDELIER  
(6L Clear)  
\$20,500



MILLE NUITS CHANDELIER  
(8L Clear)  
\$25,000



MILLE NUITS CHANDELIER  
(12L Clear)  
\$36,000



MILLE NUITS CHANDELIER  
(18L Clear)  
\$57,000



MILLE NUITS CHANDELIER  
(24L Clear)  
\$76,000



MILLE NUITS CHANDELIER  
(36L Clear)  
\$115,000



MILLE NUITS CHANDELIER  
(42L Clear)  
\$155,000



MILLE NUITS GOLD CHANDELIER  
(18L)  
\$67,500



SOLSTICE CHANDELIER (8L)  
\$30,500



SOLSTICE CHANDELIER (12L)  
\$42,500



SOLSTICE CHANDELIER (18L)  
\$61,500



SOLSTICE CHANDELIER (24L)  
\$78,000



SOLSTICE CHANDELIER (36L)  
\$115,500



SOLSTICE CHANDELIER (48L)  
\$175,000



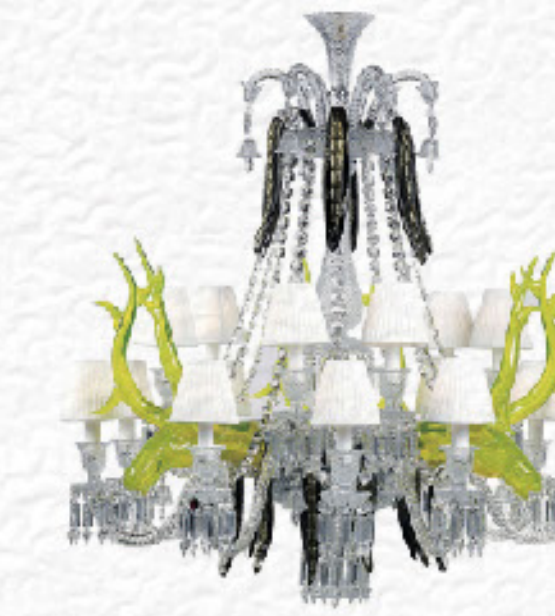
ELLIPSE CHANDELIER  
\$44,000



TOURBILLON CHANDELIER  
\$20,000



ZÉNITH BLACK CHANDELIER  
\$103,000



ÉTRANGE ZÉNITH DEERS  
\$103,000



NERVOUS ZÉNITH CHANDELIER  
\$231,000



MARIE COQUINE CHANDELIER  
\$47,500





LADY CRINOLINE CHANDELIER  
COMÈTE(1 Level)  
\$21,500



LADY CRINOLINE CHANDELIER  
COMÈTE(3 Level)  
\$64,500



LADY CRINOLINE CHANDELIER  
CLASSIC(1 Level)  
\$19,500



LADY CRINOLINE CHANDELIER  
CLASSIC(3 Level)  
\$58,000



CRINOLINE CHANDELIER  
\$65,500



ZÉNITH CHANDELIER  
CHARLESTON (8L Short)  
\$38,000



ZÉNITH CHANDELIER  
CHARLESTON (8L Long)  
\$51,800



ZÉNITH CHANDELIER  
CHARLESTON (12L Short)  
\$55,000



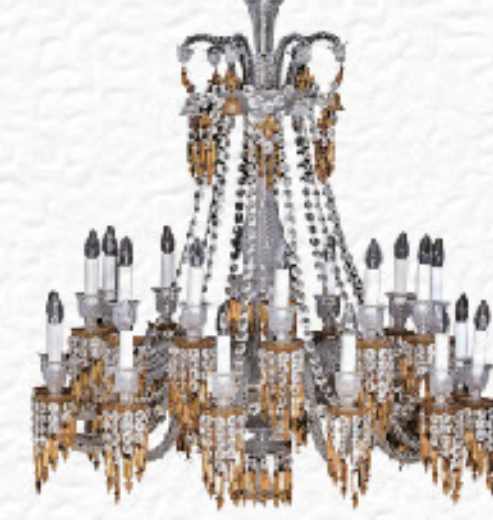
ZÉNITH CHANDELIER  
CHARLESTON (12L Long)  
\$61,200



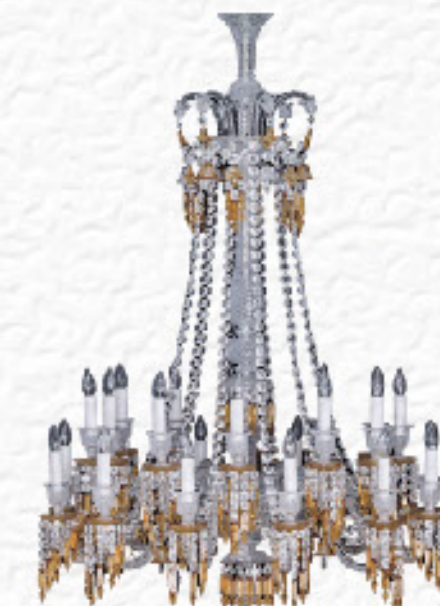
ZÉNITH CHANDELIER  
CHARLESTON (18L Short)  
\$76,000



ZÉNITH CHANDELIER  
CHARLESTON (18L Long)  
\$81,700



ZÉNITH CHANDELIER  
CHARLESTON (24L Short)  
\$98,000



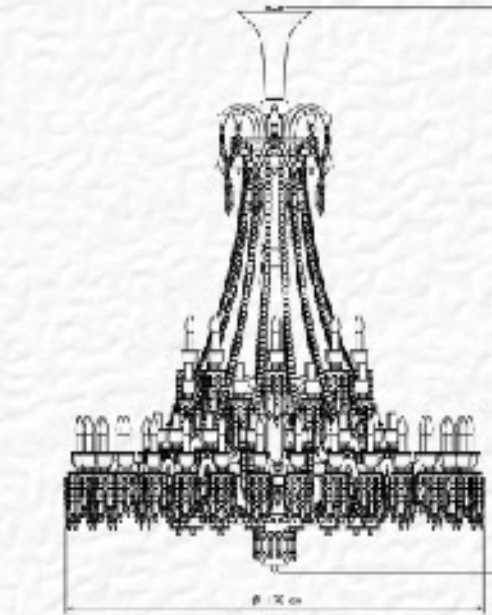
ZÉNITH CHANDELIER  
CHARLESTON (24L Long)  
\$105,400



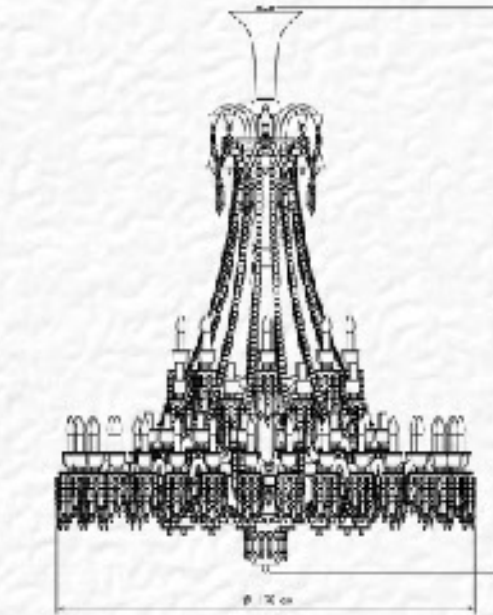
ZÉNITH CHANDELIER  
CHARLESTON (36L Short)  
\$143,200



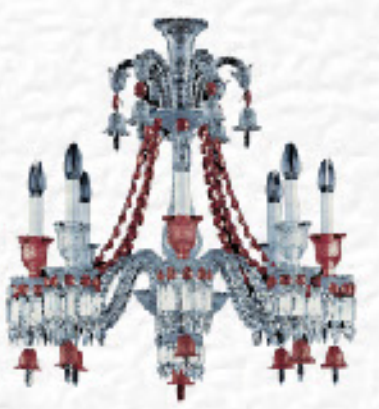
ZÉNITH CHANDELIER  
CHARLESTON (48L Short)  
\$216,600



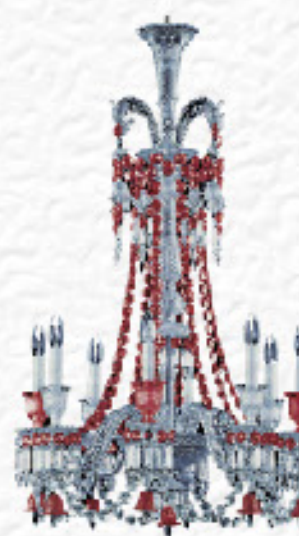
ZÉNITH CHANDELIER  
CHARLESTON (64L Short)  
\$416,100



ZÉNITH CHANDELIER  
CHARLESTON (84L Short)  
\$491,700



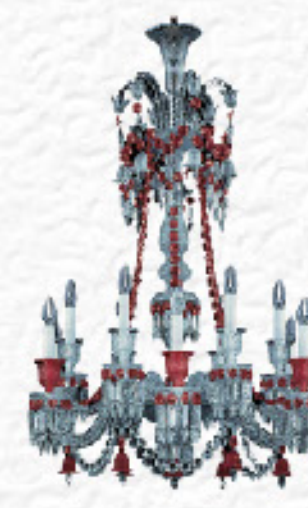
ZÉNITH RED CHANDELIER  
(8L Short)  
\$33,500



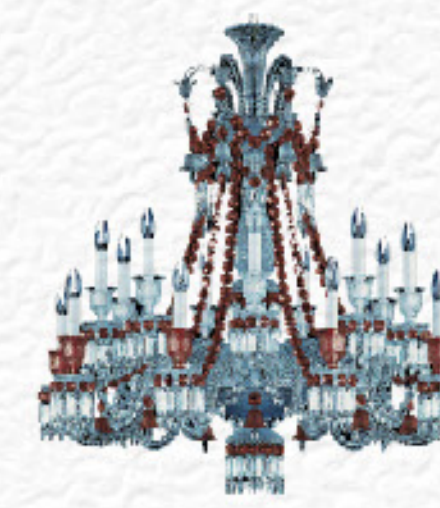
ZÉNITH RED CHANDELIER  
(8L Long)  
\$44,000



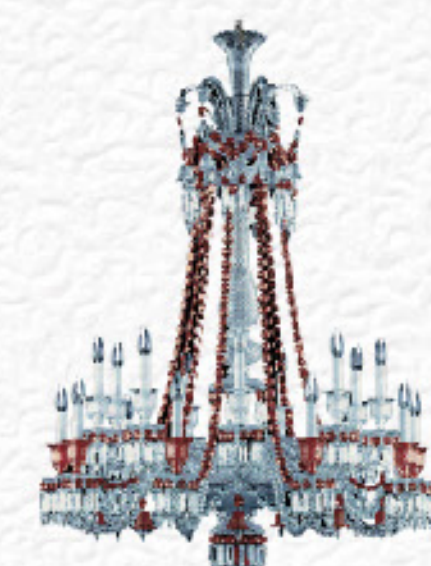
ZÉNITH RED CHANDELIER  
(12L Short)  
\$49,500



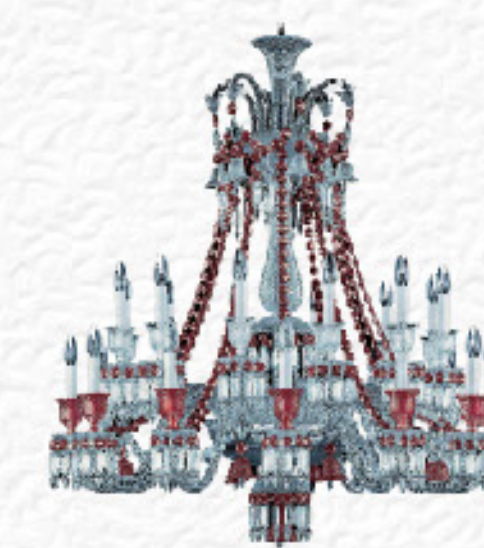
ZÉNITH RED CHANDELIER  
(12L Long)  
\$57,500



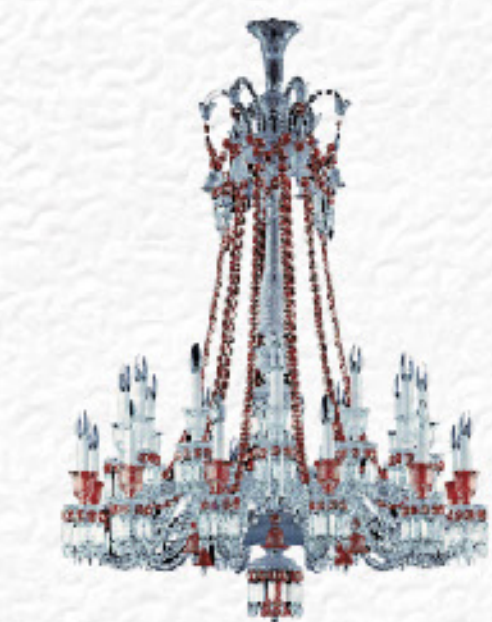
ZÉNITH RED CHANDELIER  
(18L Short)  
\$71,500



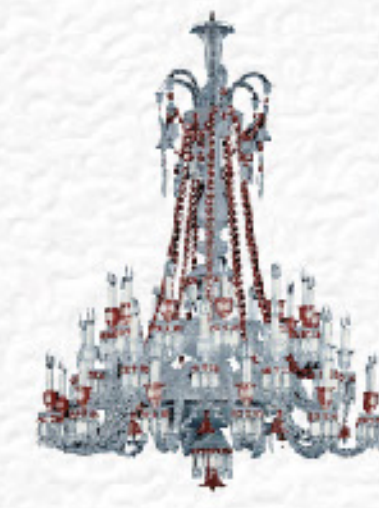
ZÉNITH RED CHANDELIER  
(18L Long)  
\$76,500



ZÉNITH RED CHANDELIER  
(24L Short)  
\$90,500



ZÉNITH RED CHANDELIER  
(24L Long)  
\$99,000



ZÉNITH RED CHANDELIER  
(36L Short)  
\$134,000



ZÉNITH RED CHANDELIER  
(48L Short)  
\$204,000



LIGHTING



ZÉNITH RED CHANDELIER  
(64L Short)  
\$391,500



ZÉNITH RED CHANDELIER  
(84L Short)  
\$461,500



TUILE DE CRISTAL CHANDELIER  
(Piccadilly, S, Clear)  
\$12,600



TUILE DE CRISTAL CHANDELIER  
(Piccadilly, M, Clear)  
\$22,000



TUILE DE CRISTAL CHANDELIER  
(Piccadilly, M, Clear)  
\$29,100



TUILE DE CRISTAL CHANDELIER  
(Frozen, S, Clear)  
\$12,600



TUILE DE CRISTAL CHANDELIER  
(Frozen, S, Clear)  
\$22,000



MILLE NUITS CEILING UNIT(S)  
\$7,900



MILLE NUITS CEILING UNIT(L)  
\$10,000



MILLE NUITS PENDANT LIGHT(S)  
\$650



MILLE NUITS PENDANT LIGHT(L)  
\$2,300



TORCH CEILING LAMP  
\$3,115



HARCOURT PENDANT LIGHT HIC !  
\$1,650



FANTÔME PENDANT LIGHT  
\$2,900



CANDY LIGHT PENDANT LIGHT(M)  
\$1,200



CANDY LIGHT PENDANT LIGHT(L)  
\$2,700

CEILING,  
PENDANT LIGHT



MILLE NUITS WALL UNIT  
"FLAMBEAU"  
\$2,000



ZÉNITH WALL SCONCE  
CHARLESTON(1L)  
\$3,740



ZÉNITH WALL SCONCE  
CHARLESTON(2L)  
\$8,220



ZÉNITH WALL SCONCE  
CHARLESTON(3L)  
\$11,900



ZÉNITH WALL SCONCE  
CHARLESTON(5L)  
\$17,200



ZÉNITH WALL SCONCE  
CHARLESTON(7L)  
\$26,700



TORCH WALL SCONCE  
\$3,200



ZÉNITH WALL SCONCE (1L)  
\$2,850



ZÉNITH WALL SCONCE (2L)  
\$6,000

WALL, SCONCES



LIGHTING



ZÉNITH WALL SCONCE (3L)

\$8,700



ZÉNITH WALL SCONCE (5L)

\$12,500



ZÉNITH WALL SCONCE (7L)

\$18,000



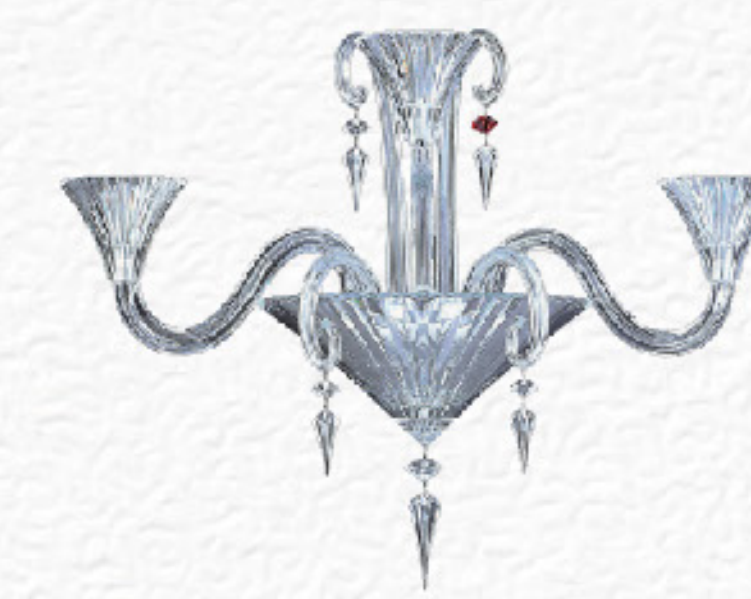
MILLE NUITS WALL SCONCE (1L)

\$6,000



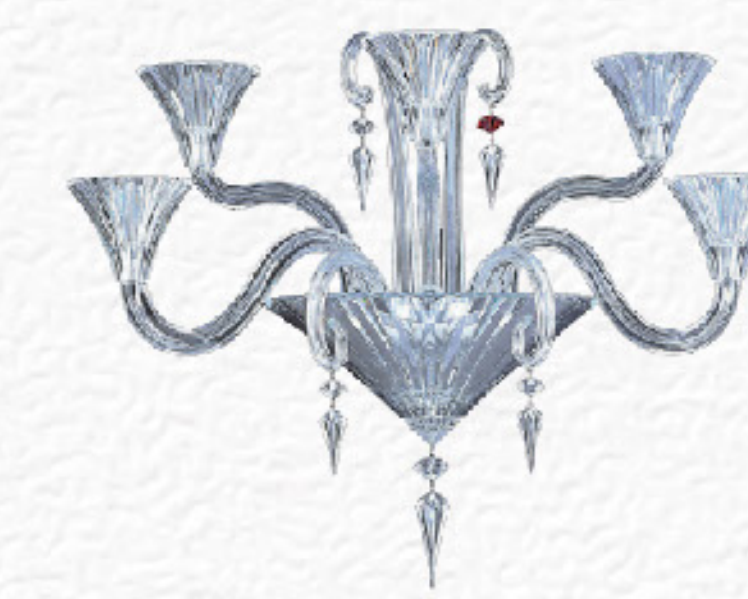
MILLE NUITS WALL SCONCE (2L)

\$8,900



MILLE NUITS WALL SCONCE (3L)

\$11,500



MILLE NUITS WALL SCONCE (5L)

\$15,000



MILLE NUITS WALL SCONCE TORCHÈRE

\$2,500



MILLE NUITS WALL SCONCE TULIPE

\$1,400



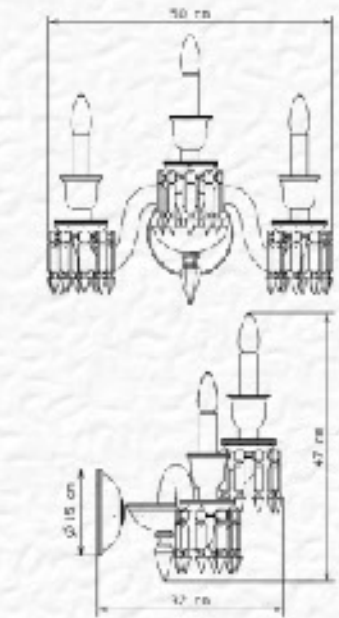
CÉLESTE WALL

\$2,000



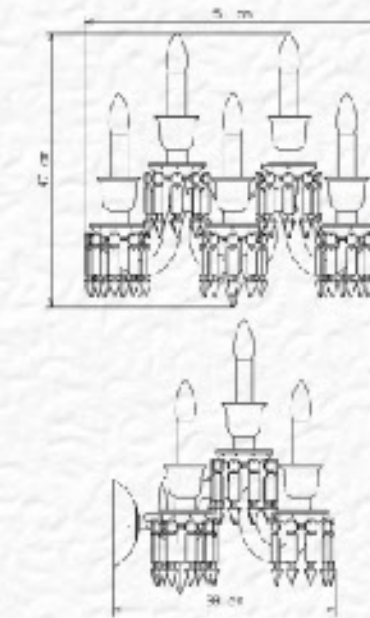
CANDY LIGHT WALL UNITS

\$1,200



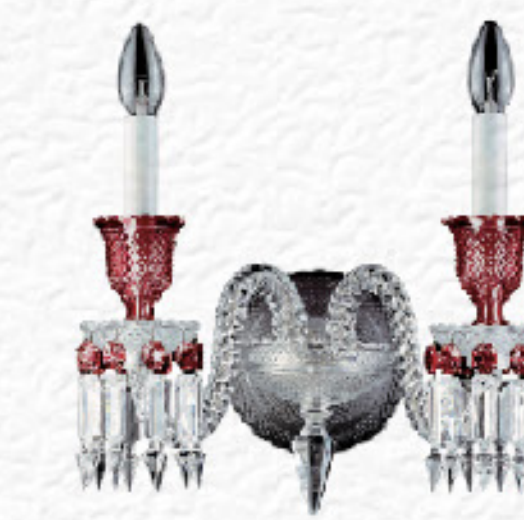
ZÉNITH BLACK WALL SCONCE (3L)

\$17,000



ZÉNITH BLACK WALL SCONCE (5L)

\$25,000



ZÉNITH RED WALL SCONCE (2L)

\$7,100



ZÉNITH RED WALL SCONCE (3L)

\$10,500



ZÉNITH RED WALL SCONCE (5L)

\$15,000



ZÉNITH RED WALL SCONCE (7L)

\$23,000



MILLE NUITS READING LAMP

\$6,100



TORCH SMALL FLOOR LAMP (White)

\$6,000



TORCH SMALL FLOOR LAMP (Black)

\$6,000



ZÉNITH CANDELABRA (Clear)

\$52,500



ZÉNITH CANDELABRA (Clear & Red)

\$68,500



MILLE NUITS FLOOR CANDELABRUM (Clear)

\$43,000



MILLE NUITS FLOOR CANDELABRUM (Gold)

\$51,000

FLOOR,  
FLOOR LAMPS

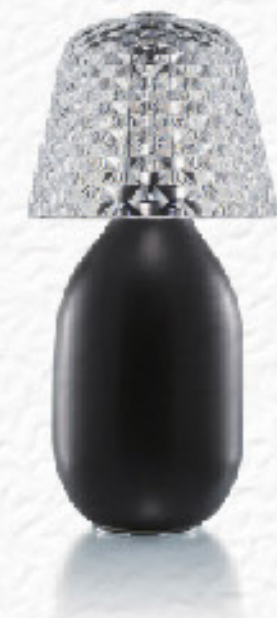


LIGHTING

TABLE AND DESK,  
LAMP



BABY CANDY LIGHT NOMADIC LAMP (White)  
\$990



BABY CANDY LIGHT NOMADIC LAMP (Black)  
\$990



BABY CANDY LIGHT NOMADIC LAMP (Gold)  
\$990



BABY CANDY LIGHT NOMADIC LAMP (Red)  
\$990



MILLE NUITS LAMP  
\$1,900



BON JOUR VERSAILLES LAMP (L)  
\$2,400



BON JOUR VERSAILLES LAMP (S)  
\$900



JARDIN DE CRISTAL JALLUM VOTIVES (White)  
\$1,300



JARDIN DE CRISTAL JALLUM VOTIVES (Black)  
\$1,300



JARDIN DE CRISTAL JALLUM VOTIVES (White)  
\$4,900



JARDIN DE CRISTAL JALLUM VOTIVES (Black)  
\$4,900



TORCH LAMP (White)  
\$2,900



TORCH LAMP (Black)  
\$2,900



CÉLESTE LAMP  
\$2,000



LOUXOR LAMP  
\$2,500



EYE LAMP  
\$3,500



HARCOURT MARIE-LOUISE FOOL LAMP  
\$2,900

TABLE AND DESK,  
ACCESSORIES



TUILE DE CRISTAL  
\$1,600



MILLE NUITS HURRICANE  
\$420



TULIPE HURRICANE SHADE FLAT TOP ACANTHUS (Silver)  
\$660



TULIPE HURRICANE SHADE FLAT TOP ACANTHUS (Gold)  
\$890



TULIPE HURRICANE SHADE SCALLOPED TOP ACANTHUS (Silver)  
\$660



TULIPE HURRICANE SHADE SCALLOPED TOP ACANTHUS (Gold)  
\$890



TULIPE HURRICANE SHADE SCALLOPED TOP RICE GRAIN  
\$660



# PRINTED STATIONERY





## PACKAGING



All Baccarat's products are packaged in its iconic red box with white ribbon on it



With Baccarat Gifting, it will include a red box with white ribbon, a gift bag, and a card for your personal message





### STANDARD PACKAGING

The standard packaging is made of rigid box with a soft-touch material for the wrapping of the box. It includes top and bottom foam sheets for cushioning, and the foam sheet is cut to match the product's shape

### PACKAGING FOR ALCOHOL

Packaging for Alcohol comes with different sizes and shapes, it will depend on the shape of the bottle and who Baccarat collaborates with. It usually made of rigid box with soft-touch, velvet, or special material for the wrapping of the box. The inside will have foam sheet that matches with the shape of the bottom, and silk-like material for the interior

### PACKAGING FOR JEWELRY

Most of the packagings for jewelry are made of rigid box with hinge, and the interior of the box is made of velvet or silk-like material

### PACKAGING FOR CHANDELIER/ OVERSIZED PIECE

For oversized pieces like the chandelier, they have to disassembly the piece into small pieces and store in foam sheets (depend on the number of pieces) Then, they are packaged in wooden box and ready to ship.

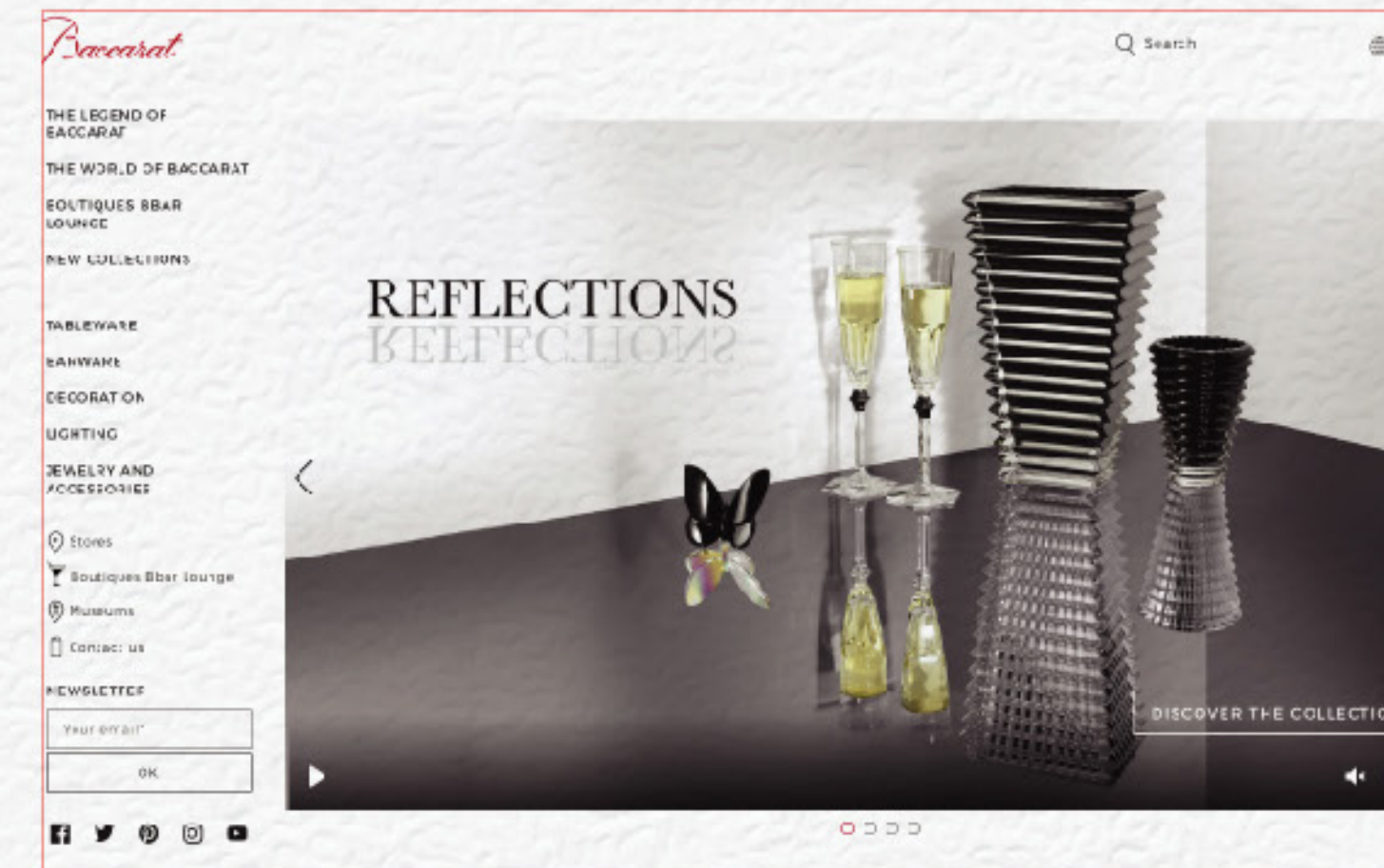


# RETAIL





# RETAIL STORES



## FIRST ONLINE STORE

Baccarat started its online store on the 29 June, 1995 for North American and UK sales.



## GLOBAL

Has over 100 + boutiques around the world, and it's goods are sold in 89 countries. Not including department stores and 3rd-party dealers everywhere else around the world.



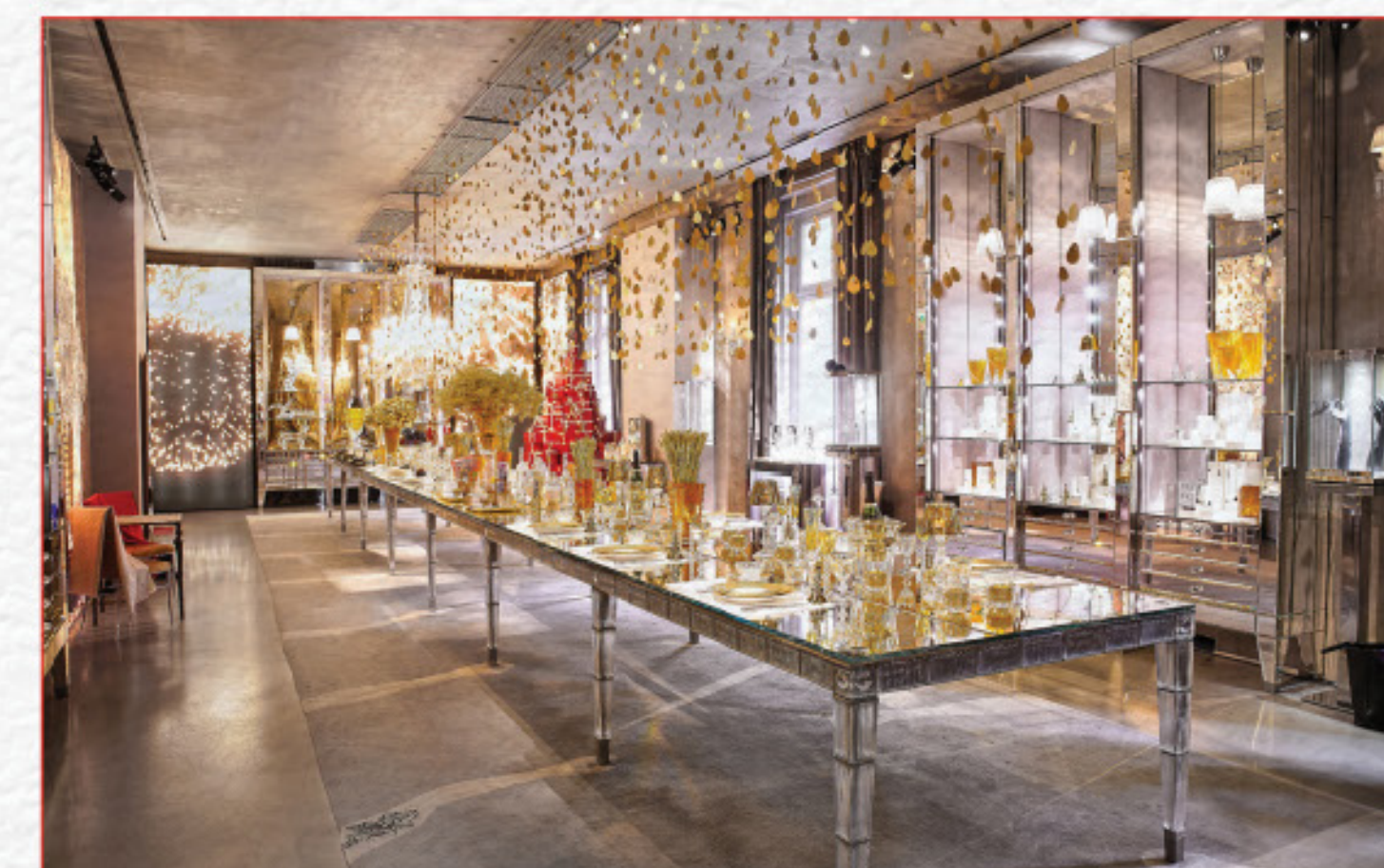
## DENSEST CITY

Beijing has 4 boutiques in one city alone. Not including department stores that sell Baccarat as well.



## MOST RECENT STORE

The most recent Baccarat boutique was opened in Beijing, at the China Central Mall, Trade Center. Since then, they've opened 3 more store locations there.



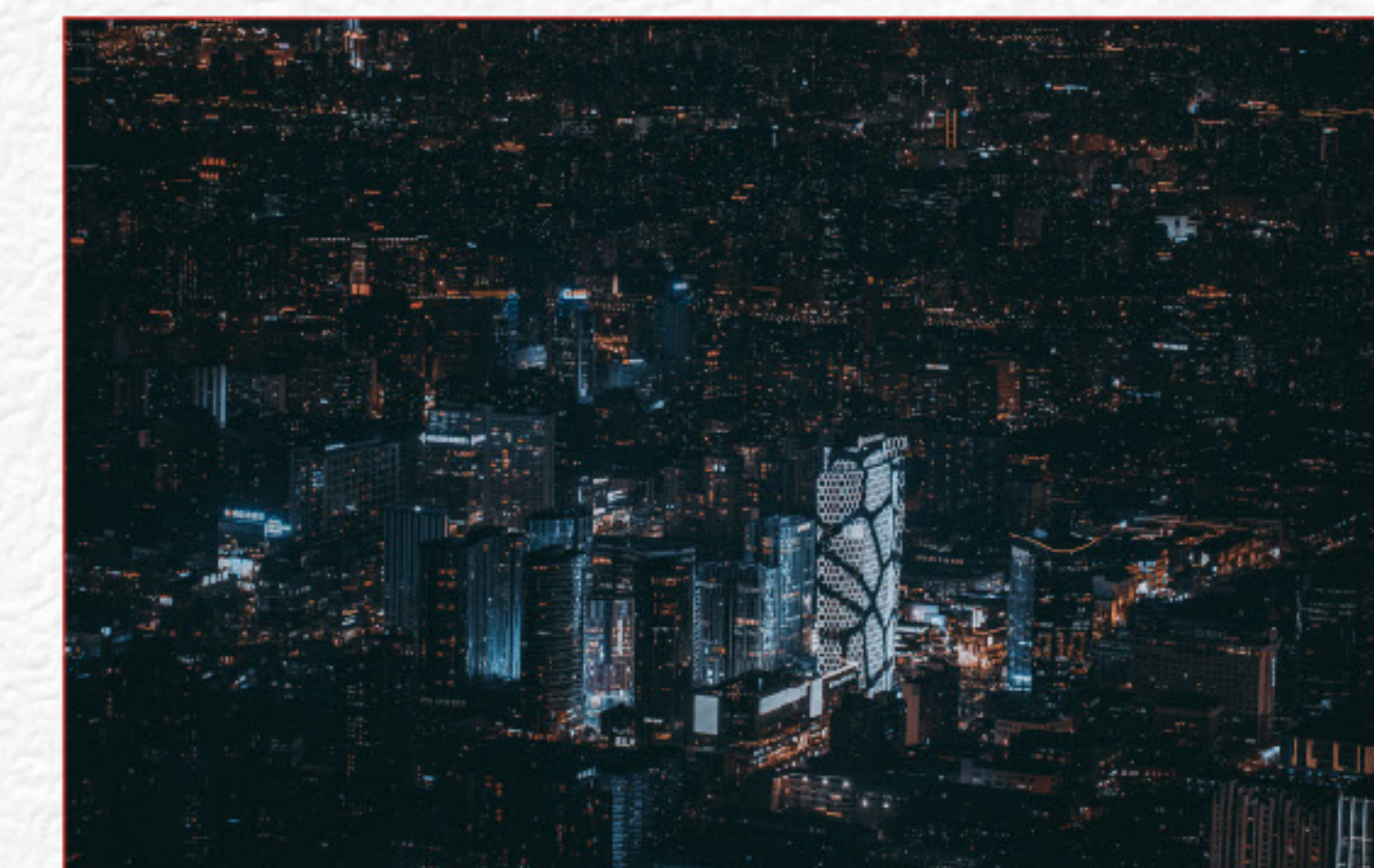
## FIRST FLAGSHIP/MUSEUM

Baccarat's first boutique opened in Paris, Galerie-Musée Baccarat 11 place des États-Unis 75116 Paris.



## MAIN MARKET

Used to be Europe, but now China. Baccarat was also acquired by Fortune Fountain Capital (FFC), a prominent Asian financial group in 2018 for €164m.



## FASTEST GROWING MARKET

China is the fastest growing growing market. There is a total of 6 located there right now.



## POP UP STORES



May, 2014

### “ LA TABLE BACCARAT ”

To celebrate the 250th Anniversary of Baccarat, the company collaborated with Printemps, the renowned Parisian department store to create a pop-up store in its atrium. There was a Zenith 84-light chandelier, which was displayed to the public for the very first time. Baccarat also launched a scarf exclusively designed and sold at Printemps.



Dec. 2016

### FIRST POP-UP IN NEW YORK

Baccarat's first New York pop-up store. Located on 371 Bleecker Street, inside of the store front features a gigantic Baccarat gift box in the lifestyle brand's signature ruby red color, that displays Baccarat's holiday themed crystals including Baccarat Christmas ornaments.



Dec. 2018

### LUXURY CAKE TRUCK POP-UP

World's first luxury cake truck, a collaboration with Lady M. Consumers are able to order cakes and slices. The truck features Baccarat chandeliers - which collectively cost around \$40,000, and 3D Artwork by Kurt Wenner.



Nov. 2019

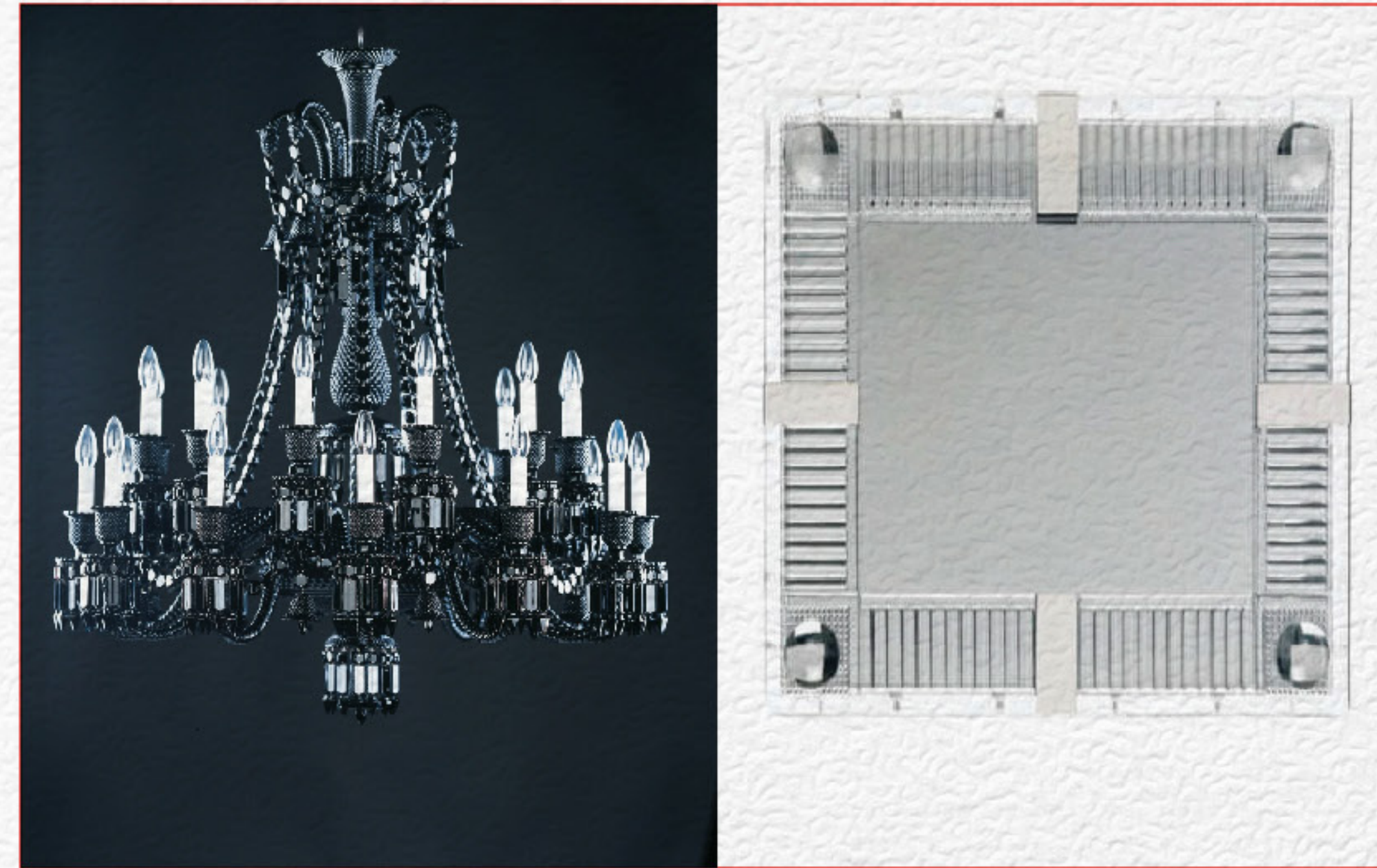
### CHANEL SPECIAL HOLIDAY POP-UP

A holiday-themed pop-up in New York City, it was to promote Chanel No. 5 perfume and other best selling red shaded beauty products which is in limited edition a 30.4 fl oz red Baccarat crystal bottle and worth \$30,000, and only 55 are available.



## PROMOTIONS COLLABORATIONS

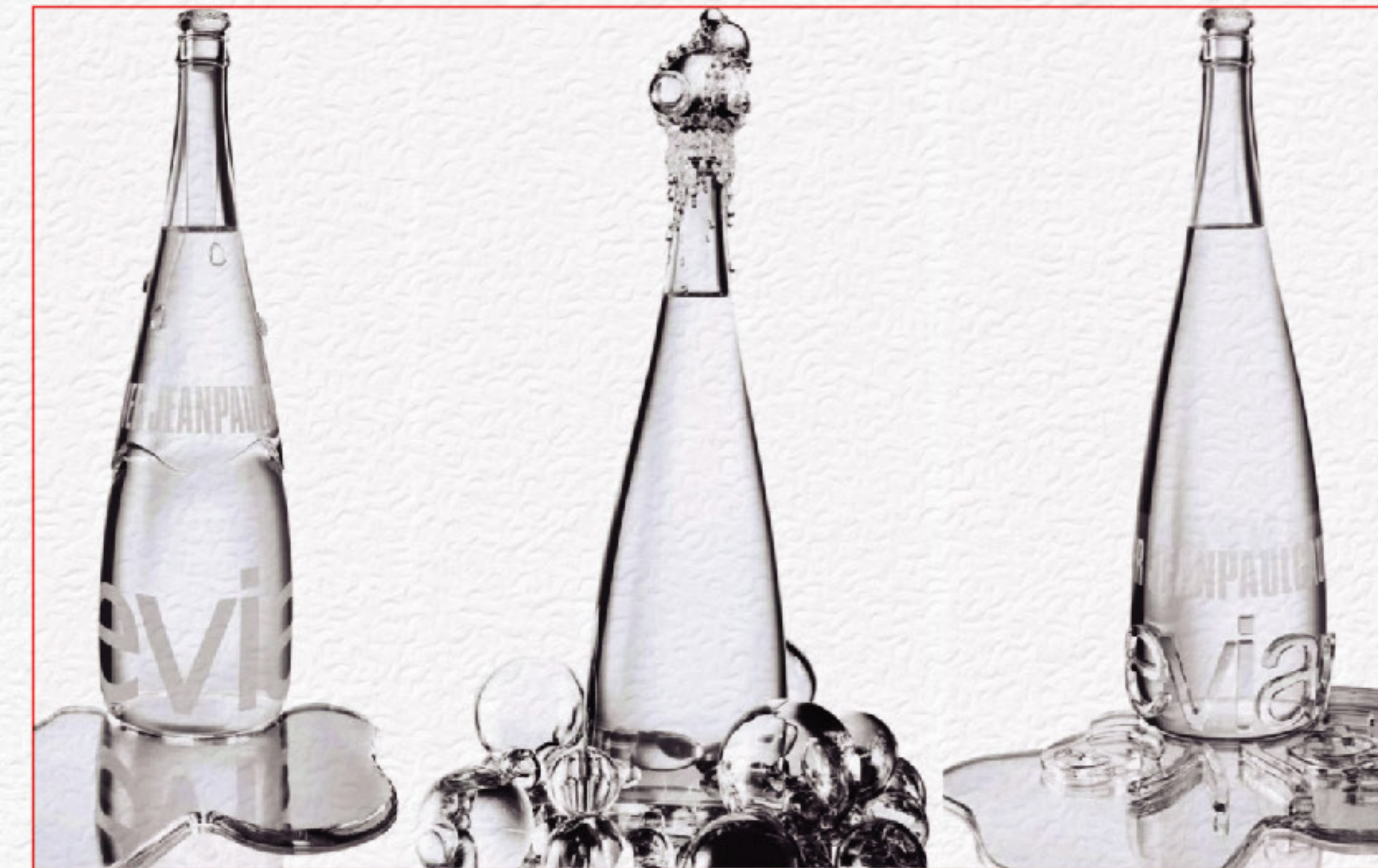
The promotions that Baccarat has had over the years to reach a new consumers, creat new objects for their loyal consumers, and to expand into other territories within the market with their crystal enterprise.



Jan. 2005

### PHILIPPE STARCK X BACCARAT

One of best known collaborations Philippe is modernizing the Zésth line, creating the famous Zésth Black Chandelier. Since then he has created many other pieces for the Baccarat brand, like the Dis Moi Mirror.



Feb. 2009

### JEAN PAUL GAULTIER X BACCARAT X EVIAN

Collaboration with Evian, Jean Paul Gaultier, and Baccart. did a series of 5 glasses using Baccarat crystal (each based on a city) for Evian to auction off to promote and raise money for it's RAMSAR convention whose work is to preserve wetlands.



Dec. 2011

### AUDE LECHÈRE X BACCARAT

The Baccarat Jewelry collection "Les Sous Bois" by Aude Lechère





Aug. 2014

### JAIME HAYON X BACCARAT

Designer Jaime Hayon, creates the Candy Light, the trio of lamps that come in different ceramic colors and materials topped with a cut-crystal shade.



Nov. 2016

### MARCEL WANDERS X BACCARAT

'Le Roi Soleil', Marcel's tribute to the monarch Louis XIV. Though round in form, still stays true to Baccarat's 'Zénith' chandelier. A modern take on an age old design language.



Sep. 2020

### THE ROLLING STONES X BACCARAT

The first Rolling Stones store in London features a special glassware collection developed with Baccarat engraved with the Rolling Stones tongue.







## SIGNIFICANT EVENTS



### EXHIBITION IN SHANGHAI CHINA

A new Baccarat exhibition, entailing 400 pieces never shown before outside France, made its debut here on Tuesday at the Heng Fu Art Center. Set within a restored Twenties mansion where the brand keeps a permanent flagship, the exhibition was arranged to appear as if viewers had entered a private collector's home

### 250TH ANNIVERSARY

The concept shows the home of an explorer, with influences from cultures in Asia, the tropics, Russia, India, Europe and the Middle East. Something deeply connected with the luxury brand's history, since the french cristal maker has been comissioned for work around the world.

### CRYSTAL CLEAR

Launched few days ago during Miami Art week a limited-edition collection "Crystal Clear" objects for the home, care of Virgil Abloh in Baccarat's newly opened Boutique Bbar and Lounge in Miami Design District.



# EXHIBITION AT HENGFU ART CENTER

Shanghai, China  
Nov.6 2019 - Feb.8 2020

Concept: Chinese, Asian

Baccarat, the Crystal of the King and the King of the Crystal. The French brand is celebrating its 250th anniversary by throwing a big exhibition at the Heng Fu Art Center with nearly 400 pieces from its heritage collection. First time they've been outside France!

The exhibition is organized into three sections: Art Deco, Chinese Inspiration and Legendary Pieces. Some of the objects are almost 200 years old. Some were showcased and admired at Paris's World's Fair in 1878. Some were commissioned for royals like Tsar Nicolas II of Russia at the turn of the 20th century.





# 250TH ANIVERSARY

Paris, France  
Jul.20 2020

## Concept: Timeless, Elegant

The concept shows the home of an explorer, with influences from cultures in Asia, the tropics, Russia, India, Europe and the Middle East. Something deeply connected with the luxury brand's history, since the french cristal maker has been comissioned for work around the world.





MIAMI  
ART WEEK  
“CRYSTAL CLEAR”

Miami, US  
Dec.17 2019

Concept: Clean

“Crystal clear” is being presented throughout the month of december at the baccarat boutique BBar and lounge at the miami design district — the neighborhood and shopping destination dedicated to fashion, design, art, architecture, and dining. all of the pieces from the limited-edition collection are numbered and are exclusively made to order through baccarat.





# BACCARAT'S CHRISTMAS FAIRYTALE

Galleries Lafayette, France  
Dec.23 2019

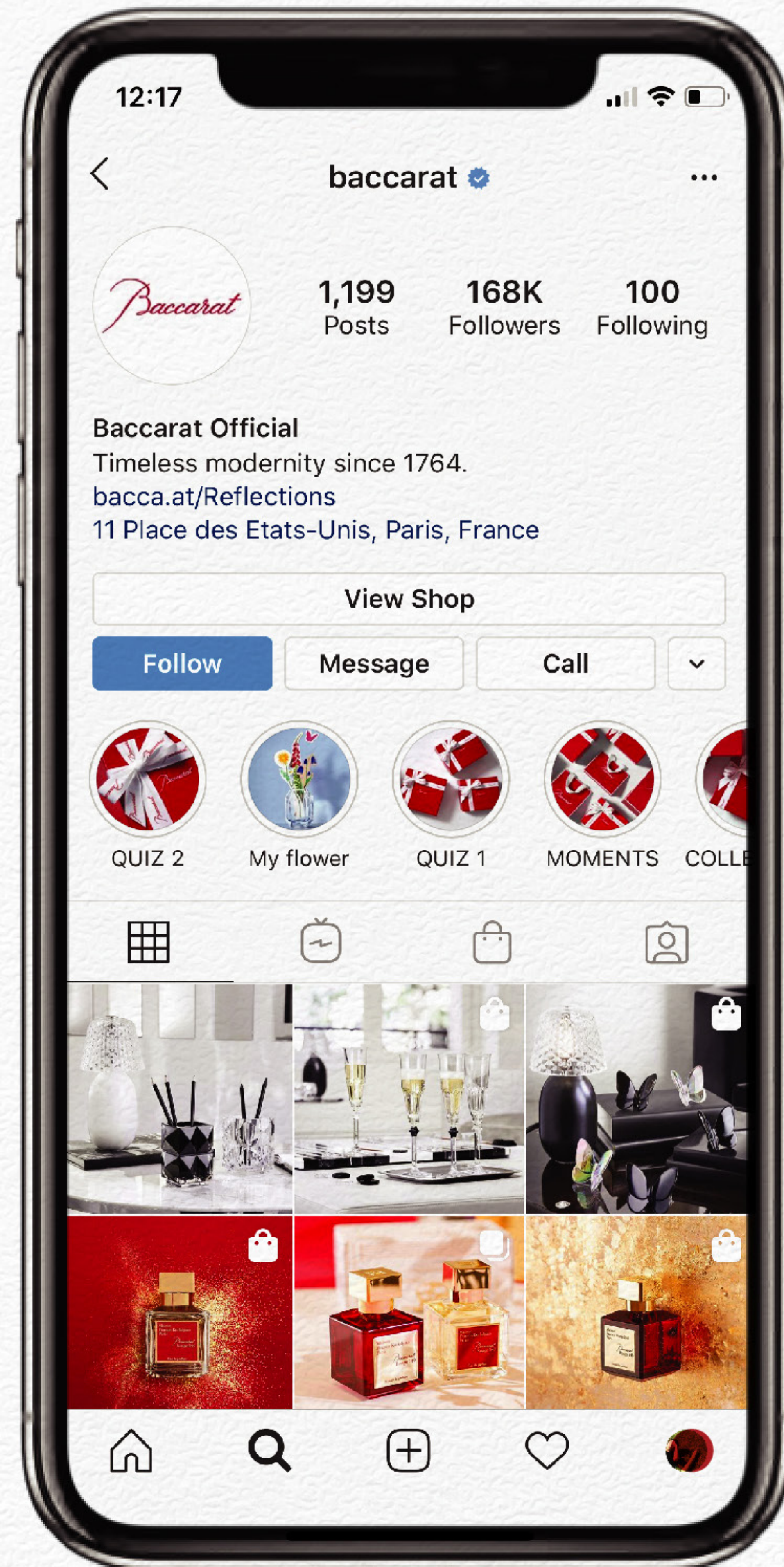
## Concept: Dreamy

It's this time of the year... Discover the fairy Baccarat Christmas window at the Galleries Lafayette. Baccarat held this event in France, Galleries Lafayette. It attracted a lot of customers because its special Christmas edition



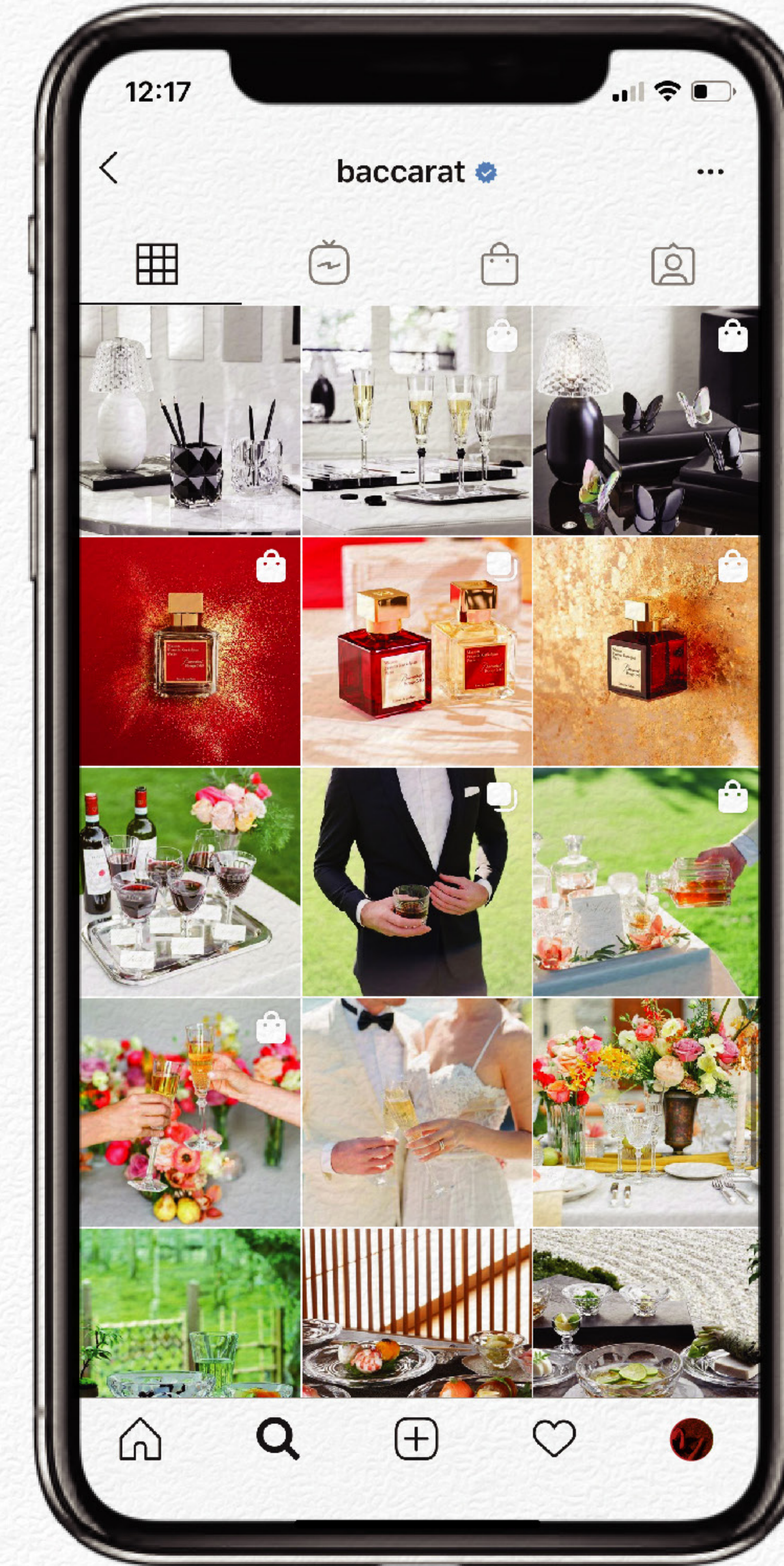


# INSTAGRAM



## EASE OF USEABILITY AND INFO

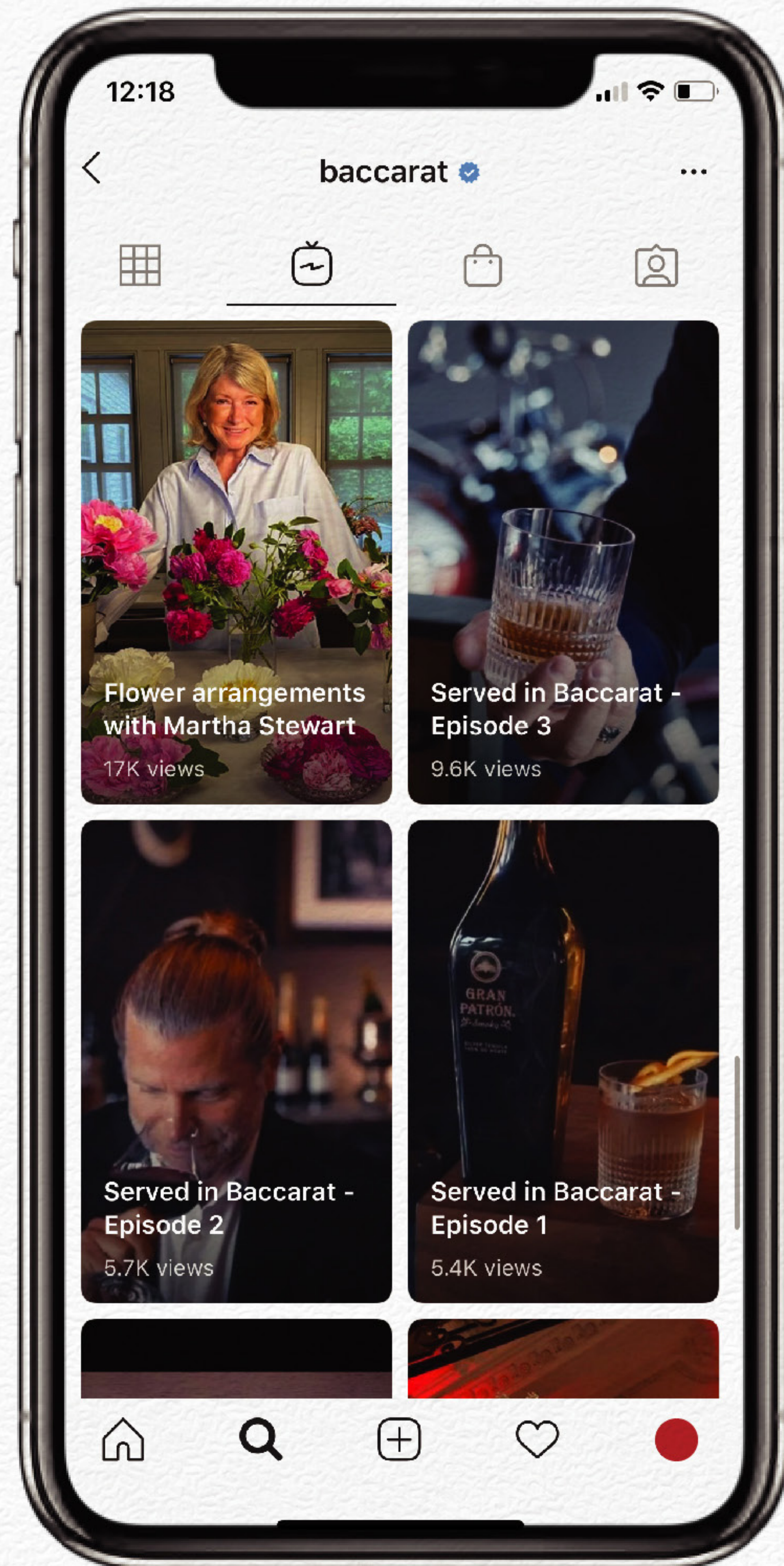
The top page bar contains all of the info needed to learn more about Baccarat, including all of its archived story posts, quizzes, contact info, and links to Baccarat's online website and latest promotions.



## CURATED BY SEASON AND COLOR

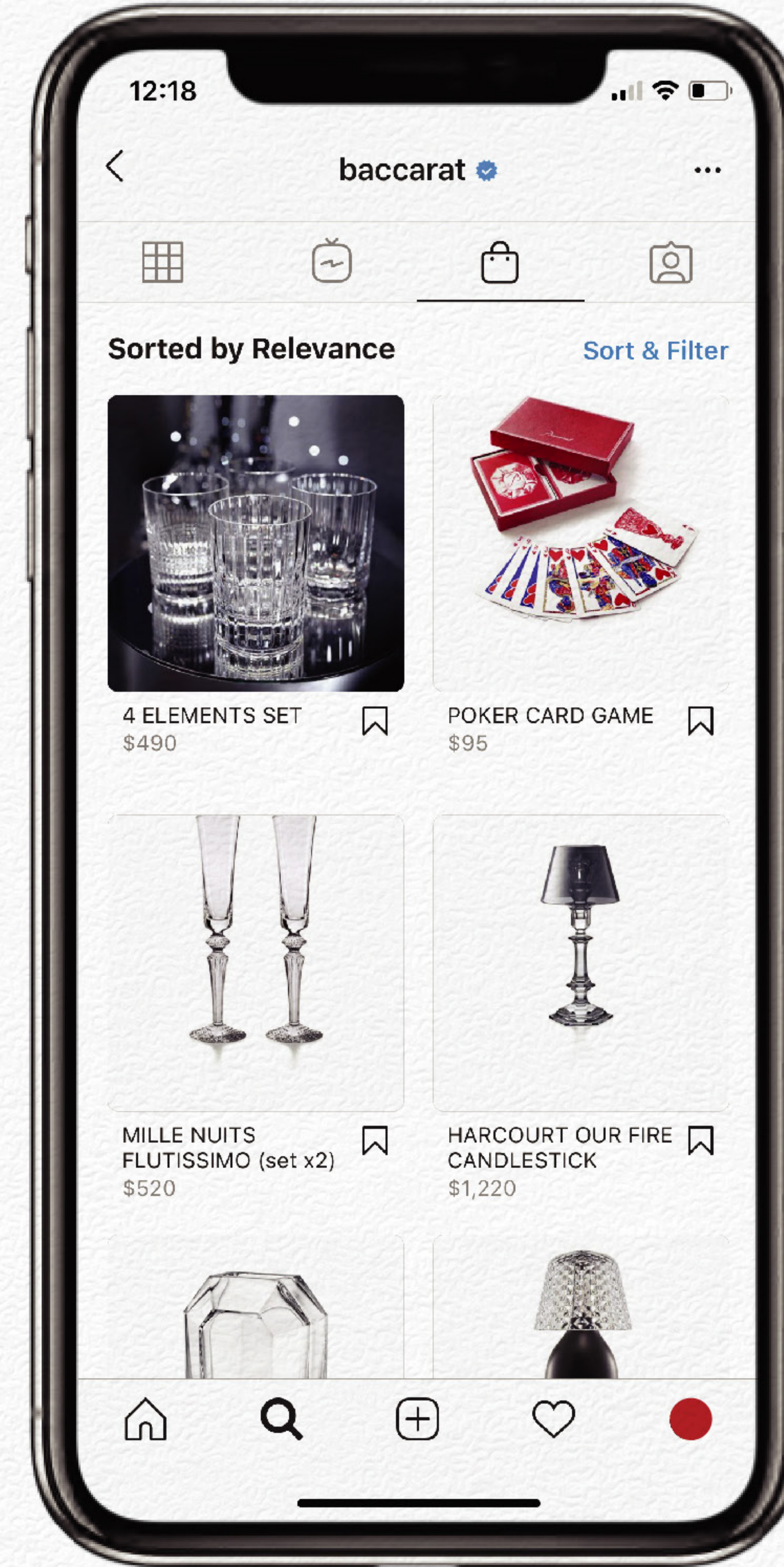
Feed is organized by their latest promotions and that Baccarat has, and also promotes based on seasons and the colors related to the seasons. Ex: Champagne flutes for Spring. Red glass items and Christmas ornaments for winter, etc. Creating a feed that adapts according to trends of the season.





### CLIP ADVERTS

Taking advantage of Instagram reels, Baccarat creates short digestible clips for their users and followers to learn more about Baccarat and the ambassadors that promote Baccarat's products by also linking their social media as well.



### QUICK STOP SHOP

Users and followers of Baccarat are able to make quick purchases through their Instagram if they see a post from their feed catch their eye. Makes it easier for consumers to find certain products directly from their feed instead of trying to search for them through the Baccarat website shop.

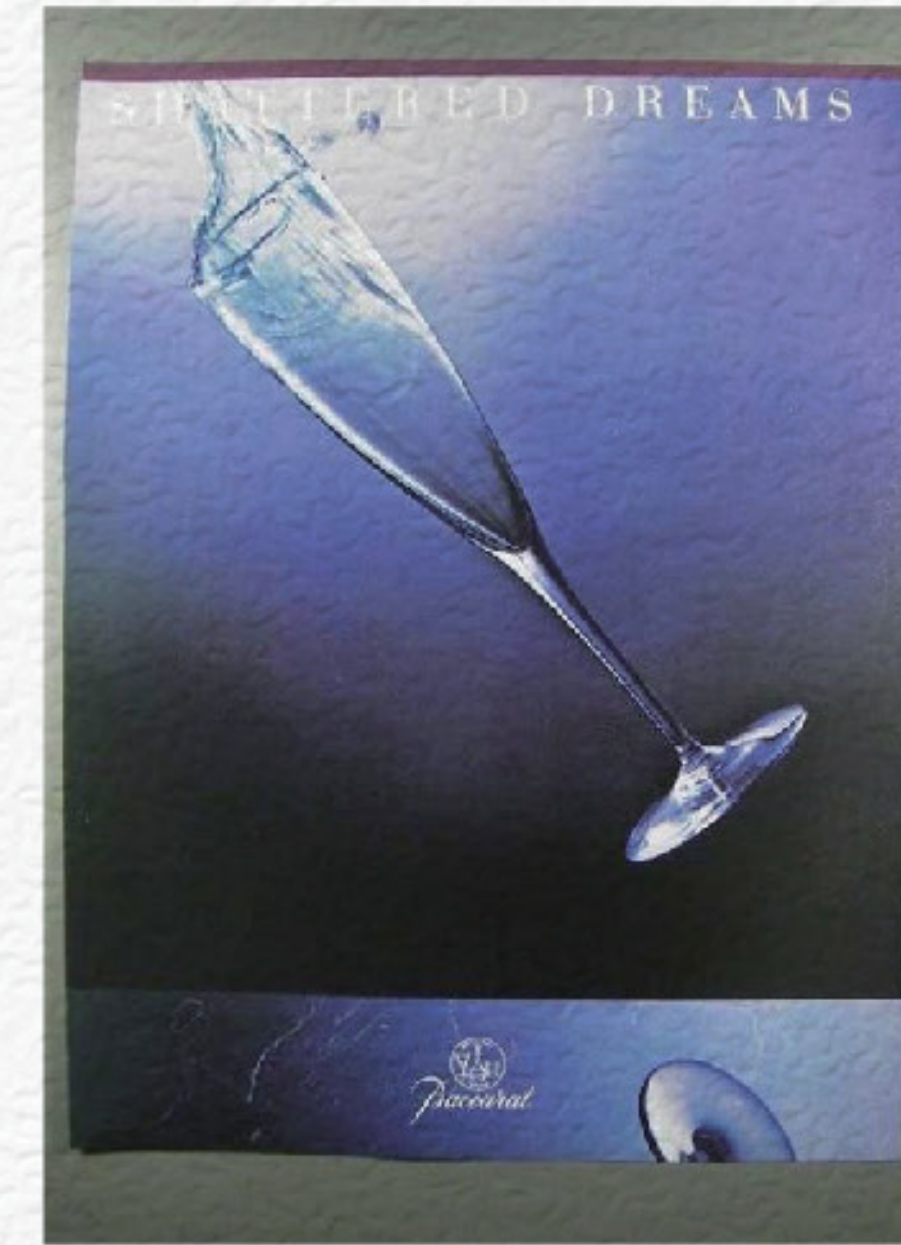


# ADVERTISE STYLE TIMELINE



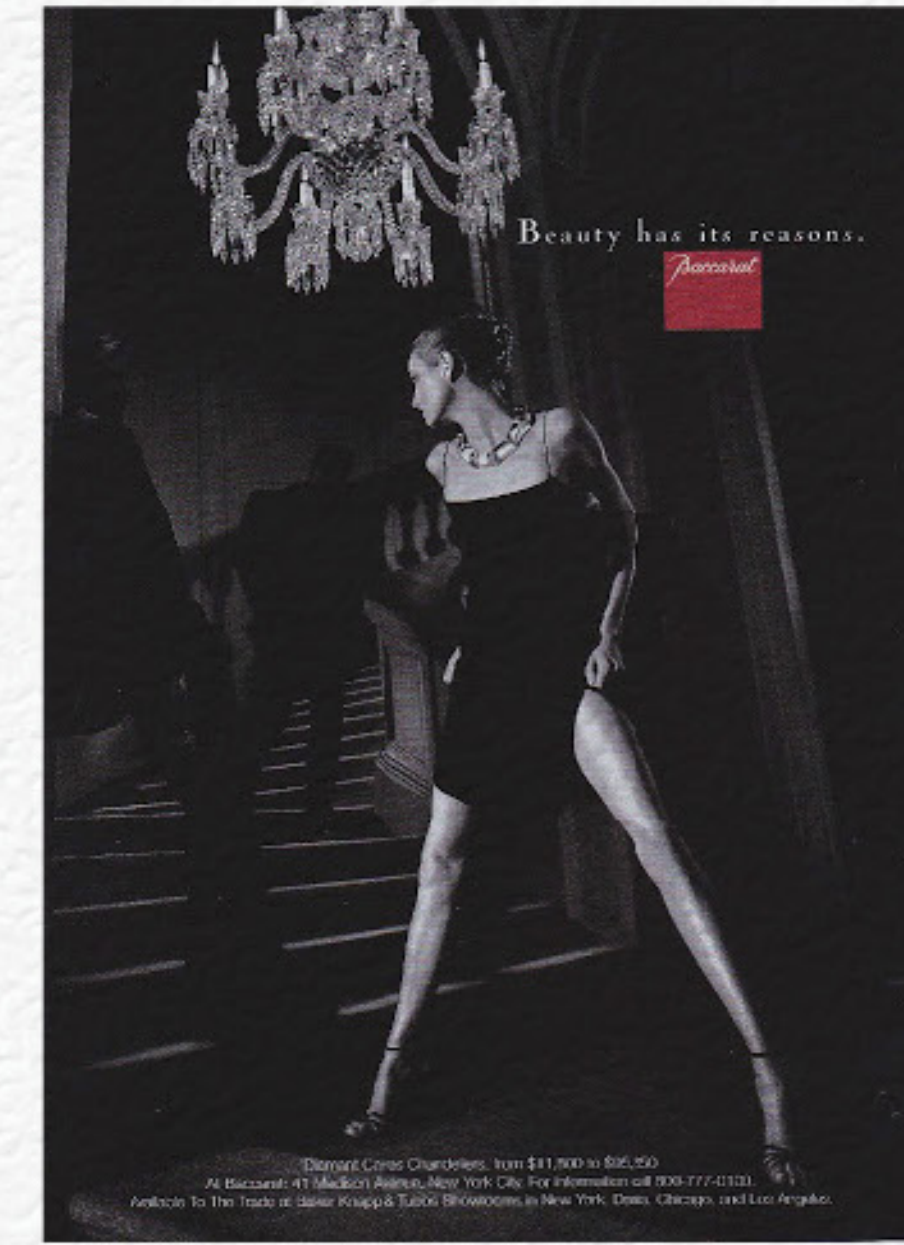
1967

"CRYSTAL"  
BIG SHOT • CENTERED



1983

"SHATTERED DREAMS"  
ARTISTIC • DYNAMIC



1990

"DIAMANT CARRES CHANDELIER"  
MODEL • ELEGANT



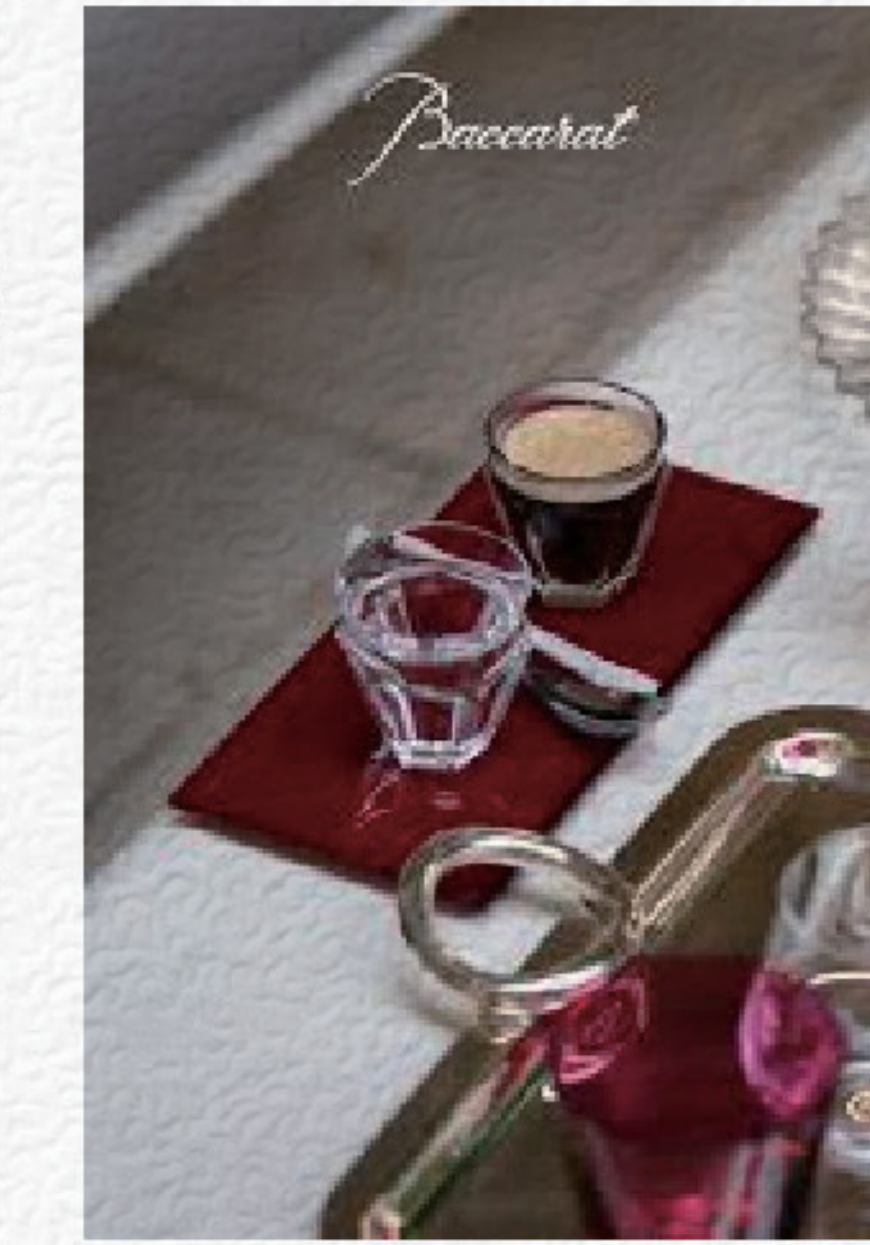
2001

MODEL • DRAMATIC



2010

ELEGANT • PRODUCT-FOCUSED



2020

PRODUCT IN SCENE



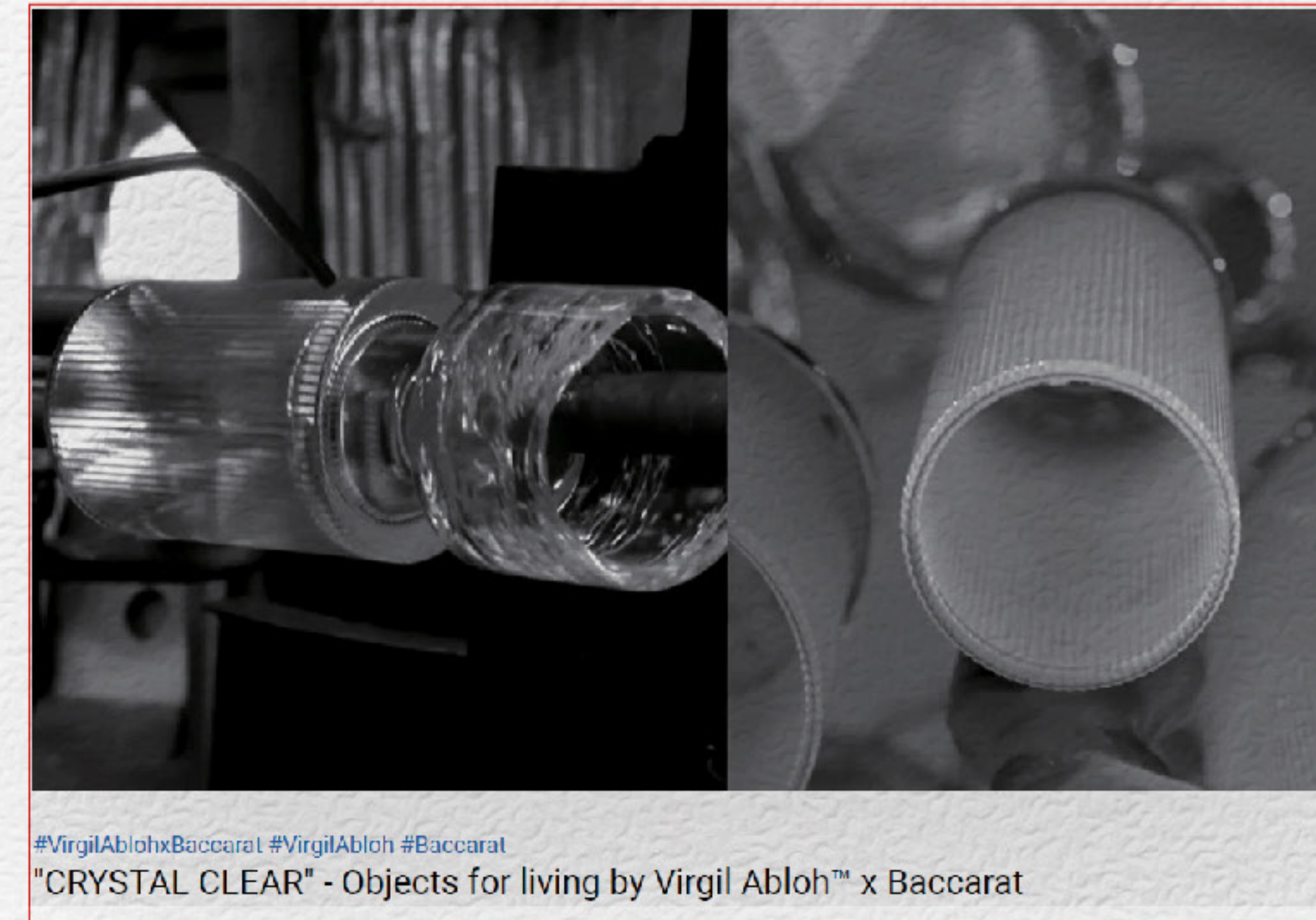
## YOUTUBE

Baccarat does not have many videos showcasing its product. However, the videos attract buyers in many other ways.



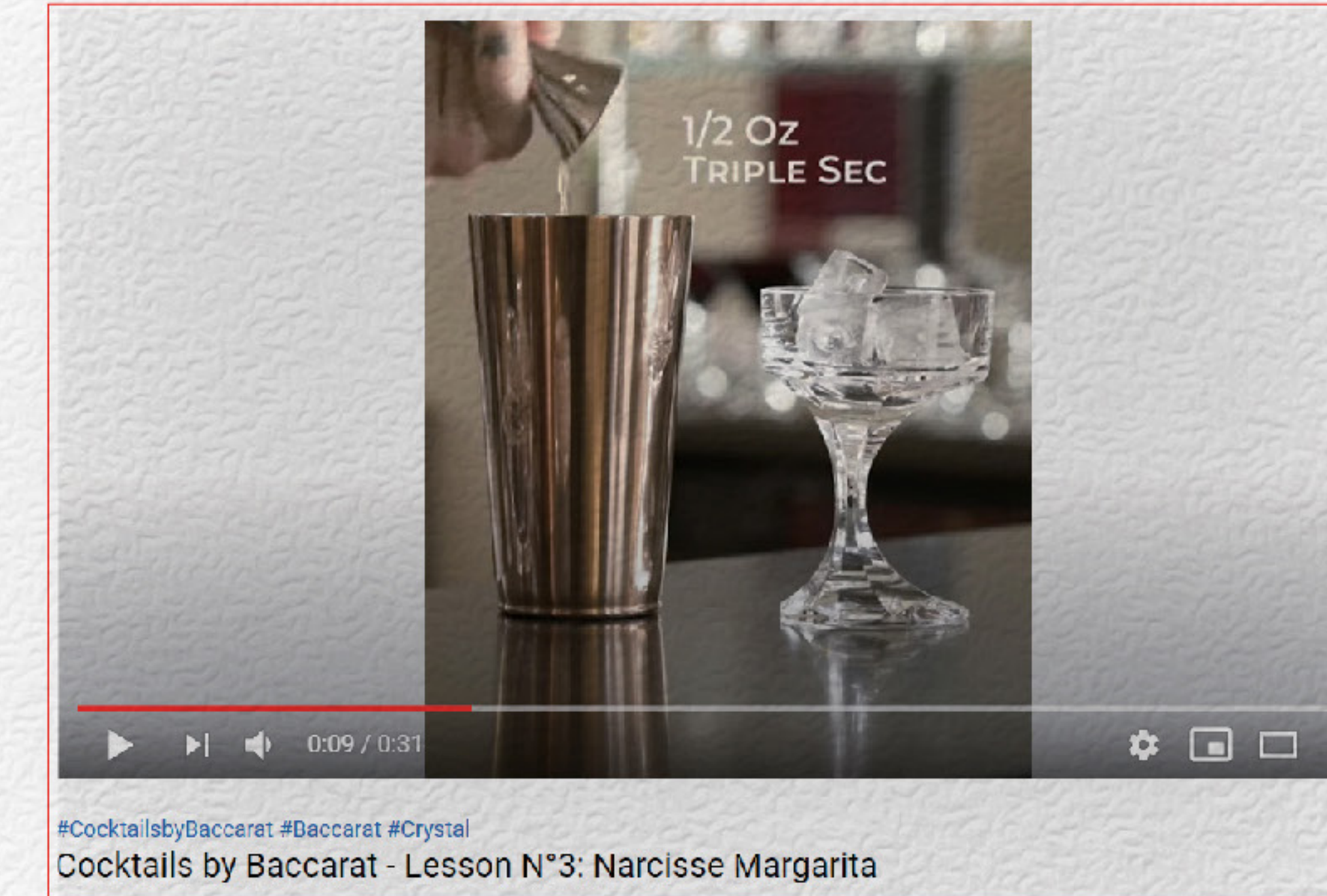
### CELEBRITY TALKING ABOUT BACCARAT

Baccarat does not invite many famous celebrities as spokesmen. However, they make short videos of celebrities that truly love the brand.



### FORGING PROCESS

Baccarat is famous for its handcrafted glasswares. Those crystals that are hand crafted by craftsmen attract people and its process is also very pleasant to watch.



### COCKTAIL TUTORIAL

Baccarat's Youtube Panel also offer cocktail tutorials using their signature glassware. Seeing those product used to create liquor may really trigger the passion from those wine connoisseur.



# THANK YOU

ARTCENTER COLLEGE OF DESIGN  
PRODUCT DESIGN 5  
SEP. 2020

Brett Axnes  
Bonnie Zhang  
Michael Yan  
Jun-yi Li  
Wendy Lu  
Dung Ho  
Yerim Shin  
April Wei  
Yi Ding  
Qing Yan  
Vincent Ye  
Junran Yang  
Sheng Ji