

# LALIQUE

**LALIQUE Looks to its DNA to Become  
Today's Ultimate French Luxury Lifestyle Brand**





# LALIQUE is the Ultimate Symbol of French Luxury Lifestyle

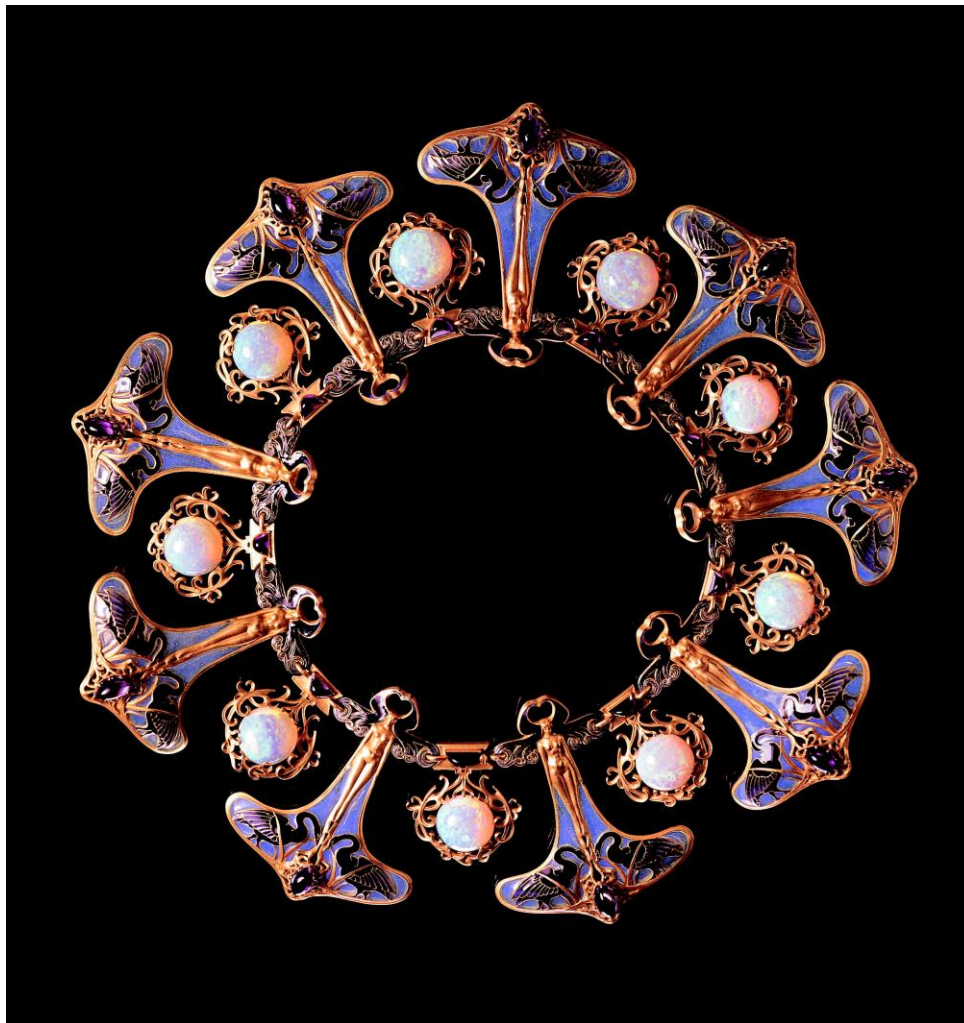


René Lalique, who founded Lalique in 1885, was a visionary and an innovator. Starting his career as a jeweler, he expanded his talents into designing glass decorative objects, furniture, and creating large-scale architectural projects including the first-class dining room of the legendary Normandie cruise liner and the famed Orient Express train. He also collaborated with Francois Coty, legendary perfumer, to create the first branded perfume bottle, setting the precedent for how perfume is sold today.



# Rene Lalique Began his Prolific Career as a Jeweler, Revolutionizing Modern Jewelry Design

- Lalique was the first to incorporate semi-precious stones into his fine jewelry designs
- He combined precious stones with unexpected materials like horn, ivory, copper, enamel, and mother of pearl and semi-precious stones such as agate, jasper and opal
- Design dictated the materials used, not the inverse which was common for the day where precious stones dictated the design of the piece
- All of his pieces were and continue to be now, inspired by three things: nature, women and mythology. His work was guided by the “quest for beauty” rather than by “ostentatious luxury”. He was determined to achieve new results and to create something “that has not been seen before”



# Discovering Glass as his Medium of Choice Marked a Turning Point in the Career of Rene Lalique

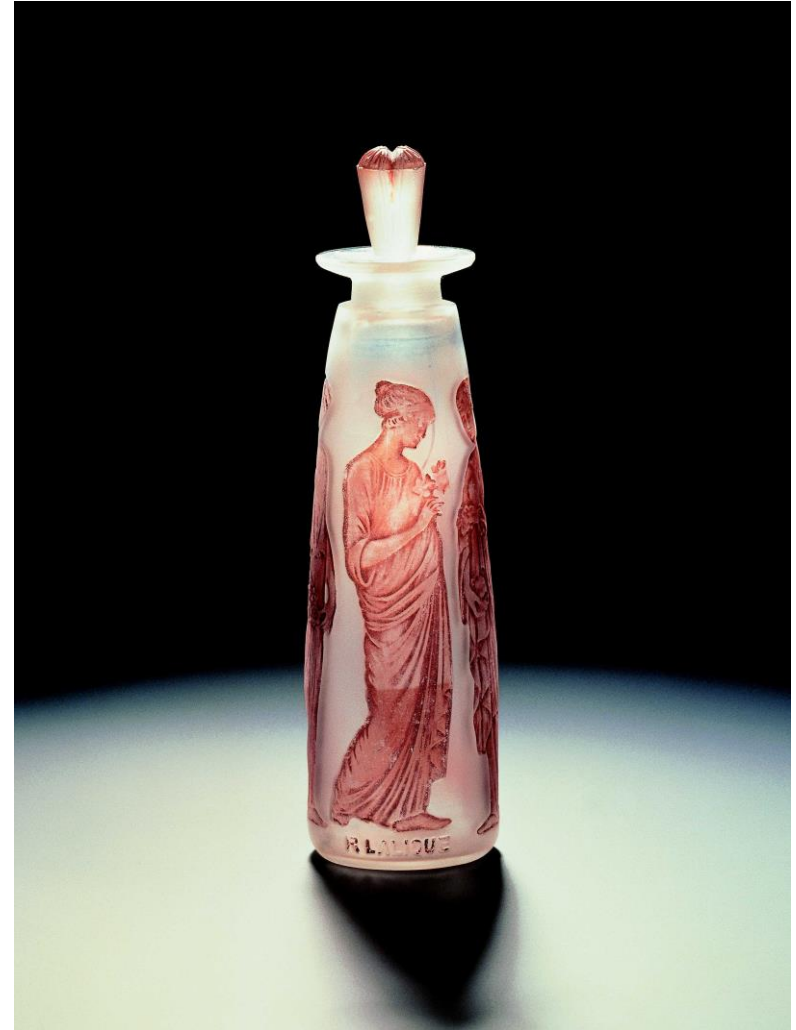
- Through his jewelry designs, René Lalique discovered glass as a medium to express his creativity. As Lalique evolved into a master glass maker, he created decorative objects, furniture, and began designing interiors.
- Lalique was commissioned to decorate the interiors worldwide, including churches, public spaces, residences, the fountains on the Champs Elysees and the façade of the Francois Coty's headquarters in 1912, now the historic site of department store Henri Bendel on New York's 5<sup>th</sup> Avenue
- Lalique also designed a series of car mascots that adorned the hoods of the finest luxury automobiles of the time. Today, they are continue to be highly coveted by collectors and can still be seen today at Concours d'Elegance on Rolls-Royces, Bugattis, and Bentleys





# Rene Lalique Finds Inspiration through Creative Collaboration with Francois Coty

- René Lalique found inspiration through his collaboration with Francois Coty, the master perfumer
- With Coty, he created the first branded perfume bottle, setting the precedent for how perfume is sold today. Lalique made the packaging as precious as the perfume itself, a luxury product that at the time was considered the signature of French sophistication
- This partnership was the beginning of endless decades of designing perfume bottles for the most notable perfumeries and fashion houses including: Coty, Arys, Roger & Gallet, Morabito, D'Orsay, Worth, Molinard, Nina Ricci and Guerlain to name a few
- LALIQUE continues to be recognized for its contributions to the world of fragrance today, most notable with Encre Noire for Men and our newest fragrance for women, Satine



# Rene Lalique Created Large-Scale Installations for the Most Notable Luxury Projects of his Day

- Rene Lalique's skills in glass were so well regarded worldwide, that he began creating custom large-scale architectural installations that included the first class cabin of the famed Orient-Express
- Lalique also created the first-class dining room of the legendary Normandie Ocean liner



# Repositioning LALIQUE as a Lifestyle Brand Founded on the Heritage of its Visionary & Innovative Creator

**Today, LALIQUE looks back to the spirit of Rene Lalique as a daring innovator to present the brand as the ultimate lifestyle brand for the modern luxury consumer**

- LALIQUE is the ultimate French luxury lifestyle brand defined by five pillars: Decorative Objects, Interiors & Architecture, Jewelry, Fragrance, and Art
- To promote the global brand's message to its audience, Lalique North America has adopted a strategy of awareness, education and passion of the brand for its current customer base and targeted new customers.
- LALIQUE continues the collaborative spirit of its founder in all five areas of the brand through partnerships with key legacy brands like Bentley, Macallan and Parmigiani Fleurier and iconic designers like Studio Andree Putman





# Five Distinct Pillars Present LALIQUE to Adorn Both the Body and the Home



DECORATIVE  
OBJECTS



INTERIORS



JEWELRY



FRAGRANCE



ART

# How LALIQUE Uses its Existing Customer Base to Create New Customers

- **LALIQUE has identified select top clients to be positioned as brand advocates for LALIQUE within their own circle of high-net worth of individuals**
  - LALIQUE has hand-selected a group of top clients, passionate and enthusiastic about the brand to educate their friends and associates about LALIQUE, its heritage and craftsmanship



# Exclusive Opportunities to Explore the Craftsmanship of LALIQUE Continues to Expand

**LALIQUE is able to create an exclusive experience offered only to select clients:**

- A visit to the LALIQUE factory by invitation only, not available to the public. Clients receive a private tour of the original factory, established by Rene Lalique in 1921, where LALIQUE is hand-crafted by artisans whose talents are passed along through the generations.
- The heritage of LALIQUE is so important to the culture of France that it is one of the very few brands to have a National Museum dedicated to its history and craftsmanship, which has recently been noted as “French National Living Heritage”
- To further this experience, LALIQUE is also restoring Villa Lalique, home of Rene Lalique in Wingen where he stayed during his visits to the factory





# LALIQUE Crafts Small, Specialized Events for a Targeted, New Audience that Presents LALIQUE as a Lifestyle Brand

- Through a partnership with Robb Report magazine, LALIQUE launched its 2013 fine jewelry collection, 'Soulmates', and 'The 15 Days Clock' collaboration with Parmigiani Fleurier to its Robb Report Club members





# LALIQUE Continues to Develop its Brand Advocates for the Holiday Season

- While many brands focus on promotional activities and discounts for the holiday season, LALIQUE focuses on developing its Brand Advocates through a Customer Appreciation Program
- LALIQUE selects 25 of its top VIP customers per boutique to gift with LALIQUE for the holidays
- Each VIP receives a hand-selected gift from LALIQUE along with a personalized note from the boutique director to thank the VIP for their continued support of the brand
- Through this gifting strategy, LALIQUE is able to continue to develop its personal relationship with each customer and to encourage continued support of the brand from the customer



# LALIQUE Increases its Exposure to New Clients During the Holiday Season

- While nurturing its existing client base, LALIQUE looks to also grow clients during the crucial holiday period through increased exposure
- LALIQUE expands its advertising presence with brand-building ads through partners like Robb Report, as well as product driven ads, through partners like the New York Times
- LALIQUE increases its digital outreach from once every 6 weeks to once every 2 weeks during the holiday period
- LALIQUE creates a gift-giving merchandising directive for windows and the front table to encourage sales through increased store traffic
- Each person at LALIQUE, from the CEO on down, becomes an ambassador for the brand by being in the stores at both the retail and wholesale level



# LALIQUE Utilizes Editorial and Film to Expose the Brand in 360 Degree Coverage

- To further the message of LALIQUE as a luxury lifestyle brand, LALIQUE utilizes editorial and film to expose the brand to new audiences
- LALIQUE offers select Hollywood producers and directors with films starring A-list actors, access to all categories of the brand, including interiors, stemware, barware, objets d'art and jewelry, to feature in their films
- LALIQUE works with top editors and photographers to incorporate crystal objets d'art pieces into not only home and design spreads but also into unexpected fashion photo shoots, where clothes and accessories are usually the focus
- LALIQUE maximizes exposure for the unexpected brand presence through social media, both on its own platforms and on the partner's brand platform



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# LALIQUE Leverages Newly Launched Lifestyle Showrooms

- As part of the development into a luxury lifestyle brand, LALIQUE launched two showrooms in New York and Chicago dedicated to the Interiors category, but presents all categories of the brand in a lifestyle format
- LALIQUE uses the showroom as an extension of their boutiques, where clients are able to see how LALIQUE can be placed in their home, whether it is the bedroom, dining room or living room
- LALIQUE targets interior designers to visit the LALIQUE showroom and share the brand with their clients
- To further expose the space, LALIQUE works with its brand partners to host events in the showroom





# Lalique Partners with Leaders in Different Fields to Create Innovative Collaborations

- LALIQUE has identified the top leaders in their respective fields to create innovative collaborations in the spirit of its founder
- Through these partnerships, LALIQUE is able to create designs in unexpected fields to introduce the brand to new audiences as well as to expand its existing customer inclusion of LALIQUE in every aspect of their life



PARMIGIANI "15  
DAYS" CLOCK BY  
LALIQUE



AEROSYSTEM ONE BY  
LALIQUE



LALIQUE FOR  
BENTLEY



MACALLAN "M"  
DECANTER  
BY LALIQUE