

IN-STORE

## Baccarat heightens lifestyle push with hotel opening

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*Baccarat Hotel & Residences*

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By STAFF REPORTS

French crystal maker Baccarat officially opened its first branded hotel in New York March 18, which claims to shake up the luxury hospitality industry in the city.

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Majority owned by Starwood Capital Group, Baccarat Hotel & Residences is located across from the Museum of Modern Art and nearby to Fifth Avenue shopping. This opening helps Baccarat expand into a full lifestyle brand, giving consumers more ways to interact with and experience its offerings.

### Lifestyle push

The hotel occupies the first 12 stories of a split-level tower, with 114 guest rooms and suites and six residences, accessible through a separate entrance. The lower levels obstruct the view from the street with a crystal-inspired 125-foot-wide curtain.

Gilles & Boissier designed the hotel's interior décor, pulling pieces from Baccarat's archives and commissioning exclusives from the crystal maker.

Guest rooms will come equipped with a tablet that controls services, including temperature, lights and room service. On the phone handset, consumers can press a

dedicated button to have Champagne delivered to their room, served in Baccarat glasses.



### *Guest room*

Those staying in the luxury suites will have access to complimentary La Mer products and nightly services from the hotel's salon. The hotel also boasts La Mer's first spa in the United States.

Elements of Baccarat's native France also make an appearance in décor, from the Versailles stable-inspired bar to a forest scene surrounding the 50-foot indoor pool, representative of the nature around the brand's factory.



### *Bar at Baccarat Hotel & Residences*

About 15,000 pieces of mixed Baccarat glassware will be used for guests' drinks.

In a brand statement, Barry Sternlicht, chairman and CEO of Starwood Capital Group, said, "We are so thrilled to bring to life the new 'House of Baccarat'- to take this legendary brand which has for centuries stood for perfection in crystal, and has never been compromised, to create its first modern lifestyle hotel masterpiece. I wanted to celebrate light, and to produce a hotel that glowed, and was shimmering, sensual, elegant but still functional, fun, comfortable, and not overly formal."

Other luxury brands have opened properties to enhance their lifestyle positioning.

Italian automaker Ferrari announced plans for a Ferrari Land theme park to be built in conjunction with PortAventure Entertainment, Barcelona, along with the brand's first hotel.

The theme park calls for an investment of \$139.5 million and is slated to open in 2016. Since Ferrari is in the business of acquiring consumers but also breeding enthusiasts, the new park may help the brand captivate people at a young age ([see story](#)).

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