

COMMERCE

La Prairie, Baccarat join forces to craft \$2.2K crystal server

November 5, 2015



La Prairie and Baccarat server

By STAFF REPORTS

Swiss skincare maker La Prairie is heightening consumers' experience with its products through a collaboration with French crystal-maker Baccarat.

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Shared on La Prairie's social channels, the collaboration is being penned as a "creation of exceptional beauty" put forth by two "legendary houses of luxury." Collaborations of this kind allow brands to underscore their talents and build awareness among its partner's core consumers.

Serving luxury

In a minute-long video housed on the La Prairie Web site, the collaboration is shown from both brand's perspective. For Baccarat, that entails going inside its workshop where crystal blowers work on the "server," while La Prairie highlights the ingredients within its signature Skin Caviar Luxe Cream.

As the consumer continues to scroll down on the La Prairie Web site, various views of the server are presented. It is here that the consumer learns that the server was designed "to be enjoyed initially as a gift of timeless beauty, then treasured for a lifetime as an exquisite crystal caviar server," which for some consumers may help justify the \$2,200 asking price.

The limited-edition server, made in clear and La Prairie blue crystal, holds a 75ml jar of Skin Caviar Luxe Cream. Although a departure from the skincare brand's sleek design aesthetic, the server is likely to enhance a consumer's experience.



Limited-edition La Prairie and Baccarat server

La Prairie and Baccarat's collaboration was produced in series of 1,500.

Elsewhere in the skincare sector, luxury houses have teamed to bring consumers a limited-edition item.

For instance, Estée Lauder Cos.' La Mer partnered with French jeweler Boucheron to create a limited-edition decanter for its Crème de la Mer moisturizing lotion, which was available exclusively at London department store Harrods, to appeal to affluent consumers.

The 10-piece collaboration highlighted the jeweler's craftsmanship while enhancing the allure of La Mer products. Partnering with a single retailer guarantees exclusivity and likely benefited Harrods due to the increase foot traffic of a limited-edition gift item ([see story](#)).