

OUT OF HOME

Baccarat's "avenue of light" brightens Paris for the holidays

December 7, 2015

Baccarat chandelier on Saint-Honore

By STAFF REPORTS

French crystal-maker Baccarat has illuminated the avenues of Paris with a dozen chandeliers.

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The effort coincides with the conclusion of the brand's 250th anniversary celebration, the 2015 holiday season and the grand opening of its Rue du Faubourg Saint-Honore boutique in Paris Dec. 7. To mark the occasions, Baccarat has placed 12 chandeliers on popular avenues in Paris, making an "avenue of light."

Light it up, up, up

Baccarat's lighting display started on Nov. 17 with 12 chandeliers being placed on garlands between Avenue Matignon and rue Cambon.

Each chandelier includes 18 to 24 lights and range in design from the Gold Mille-Nuits to the Zenith, in different versions.

For example, the Zenith Charleston chandelier features cascading Champagne-colored drop crystals while the Zenith Flou je te vois flou, designed by Philippe Starck, includes matte and clear crystal creating a contrast that evokes the "soft focus" of a woman's boudoir.

Baccarat has also included the Zenith Comet and Solstice Comet, set with LED lights. To represent its 250th anniversary, Baccarat also strung up a chandelier in its signature colors of clear and red crystal.

The storefront on Rue du Faubourg Saint-Honore also received a chandelier makeover with seven crystal light fixtures hanging in the first floor window panes of the new boutique.

On social media Baccarat included a behind-the-scenes video of the installation process that shows workers stringing up the chandeliers and lighting them for the first time.

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Baccarat To celebrate the opening on December 7th of its new Paris boutique, 79 Faubourg Saint-Honore, Baccarat lights up the street with 12 iconic chandeliers, between "avenue Matignon" and "rue Cambon". Discover the making of for this exceptional "avenue of light". Pour clbrer l'ouverture de sa nouvelle boutique parisienne, le 7 dcembre prochain, 79 Faubourg Saint-Honore, Baccarat claire la prestigieuse rue de 12 lustres emblmatiques de la marque entre l'avenue Matignon et la rue Cambon. Dcouvrez le film making off de cet exceptionnel parcours de lumire. Laurent Parrault

Posted by **BACCARAT** on Thursday, November 26, 2015

In a similar effort executed last year, Baccarat continued its 250th anniversary celebration by lighting up Rodeo Drive in Beverly Hills, CA with chandeliers.

The chandeliers were lit with a flip of a switch at a public ceremony Nov. 23. Baccarat's 16-chandelier display helped celebrate the last few weeks of the brand's anniversary and the city's holiday season ([see story](#)).

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