

IN-STORE

The Plaza repurposes Baccarat chandeliers as exclusive jewelry

March 1, 2016



Baccarat's crystals from The Plaza's former chandeliers

By STAFF REPORTS

The Fairmont-managed Plaza Hotel in New York is offering guests an opportunity to wear a piece of the property's history.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Hotels often commemorate a guest's stay through keepsakes such as ornaments for the holidays, stuffed animals for children and other personalized tokens of gratitude expressed by the property. For The Plaza, this notion is reflected in taking items set to be discarded and repurposing them to be consumer facing.

Upcycled crystal

Taking a piece of its own heritage, The Plaza is now offering guests a new line of jewelry crafted from its former chandeliers. Up until 2005, when the property was renovated, The Plaza had two dozen Baccarat chandeliers hanging within its glamorous lobby and other rooms.

Unsure what to do with the 24 crystal chandeliers, valued at \$2,500 to \$4,000 each, executive vice president of retail at The Plaza, Kristin Franzese showed the Baccarat light fixtures to jewelry designer Heather Morra, who sells her designs in the hotel's gift shop.

Together Ms. Morra and Ms. Franzese decided to repurpose the chandeliers since they had been sitting, boxed in storage for nearly a decade. Using the chandeliers, Ms. Morra has created an eight-piece suite called the Legacy Collection.

The Legacy Collection includes necklaces, bracelets and earrings using the chandelier's crystals, dating from the 1920s or '30s. Each piece retails for approximately \$150 exclusively at The Plaza Boutique.



Necklace from The Legacy Collection for The Plaza, designed by Heather Morra

So far, Ms. Morra has only used six of the two dozen chandeliers ensuring that the jewelry line's availability will continue for the immediate future.

Hotels often taken an element of their own histories to share with guests in an interactive and memorable way.

For example, St. Regis Hotels & Resorts and French silversmith Christofle are giving their upscale clientele a chance to elevate even further in class to the level of Napoleon.

Napoleon Bonaparte's habit of opening Champagne with his saber helped birth the bottle-opening technique, which St. Regis practices across its line and which consumers can now learn with the purchase of a bespoke saber ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.