

TRAVEL AND HOSPITALITY

Baccarat brings consumers back in time via experiential heritage offering

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Baccarat Hotel Grand Salon

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French crystal-maker Baccarat is touting its history for its most affluent clients with a 12-day intercontinental journey.

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Run through the Baccarat Hotel New York, "The Heritage Experience" will allow consumers to more closely examine and interact with the brand's story, spanning more than 250 years. With consumers' growing taste for experiential luxury, The Heritage Package is an opportunity for Baccarat to sell a lifestyle and an experience that will leave a stronger impression.

Around the world

The Heritage Package traces Baccarat's history from New York to Seoul, South Korea through Paris, Istanbul, Moscow and Tokyo. In addition to private tours of Baccarat maisons and meetings with the artisans and craftsmen, the experience will also include fine dining, shopping and exploration.

On the first day, guests will check into the Baccarat Hotel New York, where they will enjoy afternoon tea in the grand salon. They will visit the brand's flagship store on Madison Avenue and acquaint themselves with Baccarat's products over a glass of Champagne.



Baccarat Hotel Grand Salon

After spending a night in the Baccarat Suite, the hotel's highest level of accommodation, guests will visit the Spa de

La Mer, a collaboration between Baccarat and skincare brand Crme de la Mer. The spa visit sets the mood for a day of relaxation, culminating with dinner at the hotel's restaurant, Chevalier.

The third day begins with a private plane journey to Paris, where guests will check into their hotel and have the rest of the day to explore. The next day, guests will visit the Baccarat headquarters and Muse Baccarat, located in the former home of esteemed arts patron Marie-Laure de Noailles, who held conversations with the likes of Salvador Dal, Jean Cocteau and Luis Buuel, among others.

The director of the Heritage Department will escort patrons through the museum and maison, highlighting the brand's major works made for celebrities, royal courts and World Fairs alike. After a private lunch in the Cristal Room, guests will head to the Louvre and further explore Baccarat's history in the apartments of the Duc de Morny and the dressing table of the Duchesse de Berry.

The fifth day will take travelers to the brand's place of origin in Lorraine, France, near the Belgian border, where they will be able to watch craftsmen at work.



Baccarat chandelier

Days six and seven will take guests to Istanbul and Moscow, respectively, where they will witness Baccarat's presence in the palaces of each city and learn how the Ottoman Empire and the Russian Czars first learned of and imported the brand's crystals.

After another day in Moscow, guests will fly to Tokyo for a day and finish the trip with two days in Seoul before returning to New York. Each city will continue with fine dining and history lessons, educating clients on the brand's far-reaching influences and its intercontinental ties.

The entire tour runs for 11 nights and 12 days and costs \$300,000. The scope of the tour helps to connect Baccarat's presence in disparate sectors, creating a branded experience for consumers that illuminates connections between its crystal-making and travel endeavors.



Baccarat Candelabra

The luxury industry has been forced to take note of a preference for experiences over material goods that spans generations. Baccarat's Heritage Package offers an experience and associates its products with a lifestyle that could reinvigorate the centuries-old brand.

Dialing up

While the Heritage Package's price point defines it as exclusive territory, Baccarat has also gone to creative measures to appeal to young audiences and their core principles as well.

As a Baccarat executive at FACC Luxury Symposium on March 31 noted, understanding the relationship between heritage and innovation is the key to appealing to today's new consumer.

For Baccarat, that relationship came down to marketing with "Everyday Baccarat," which encourages consumers to extend their day by drinking from the brand's crystal for breakfast and after dinner, not just for weddings and special occasions ([see story](#)).

Brands in other sectors have also incorporated travel components to elevate a lifestyle for consumers.

For example, British automaker Aston Martin recently offered adventurous consumers a taste of elegance.

Alongside travel retailer Elegant Resorts, the automaker offered a once-in-a-lifetime opportunity to tour Scotland, England and Italy in one of its sports cars. Such offerings are gaining popularity within the automotive sector because they introduce the brand to travelers and create ties to less tangible experiences ([see story](#)).