

HOME FURNISHINGS

Baccarat puts focus on gifting in holiday pop-up

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Baccarat cocktail set

By STAFF REPORTS

French crystal-maker Baccarat is looking to reach time-strapped holiday shoppers in New York's West Village with a pop-up shop of gift-ready items.

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The brand's first-ever temporary outpost will open Nov. 1 at 371 Bleecker Street, selling grab-and-go gift ideas from tableware to jewelry. This pop-up will increase Baccarat's retail footprint in New York, establishing a downtown presence for the brand during the important holiday season.

No time like the present

Baccarat currently has a store at Madison Avenue and 59th Street, as well as retailing at Bergdorf Goodman, Bloomingdale's and Barneys New York's Uptown department store. Increasingly, affluent New Yorkers are living and working in Downtown Manhattan, creating a demand for luxury shops in more southern neighborhoods.

The 480-square-foot pop-up located on Bleecker between Charles and Perry Streets carries an assortment that is ready to go. These include barware, stemware, home dcor, lighting, table accessories, fashion accessories and Baccarat's fashion jewelry collection by Marie-Hlne de Taillac ([see story](#)).

Among the store's dcor will be an oversized red gift box.



Rendering of Baccarat's pop-up

The pop-up will be open from 11 a.m. to 7 p.m. Monday through Saturday, with Sunday hours noon to 5 p.m. It will remain open through Dec. 31.

Pop-ups give brands the opportunity to experiment with new locations in a non-committal way.

Belstaff recently hosted its first pop-up in the United States in New York's SoHo to celebrate its collaboration with actress Liv Tyler.

Like Baccarat, Belstaff has a permanent store on the Upper East Side, but picked downtown for its pop-up. The temporary store was open for two weeks, benefiting from an international crowd in town for New York Fashion Week ([see story](#)).

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