

HOME FURNISHINGS

## Lalique shares labor-intensive process vital to colored-crystal creation

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*Lalique's Languedoc vase in purple crystal*

By STAFF REPORTS

French lifestyle brand Lalique is giving a glimpse into the expertise needed to maintain its facilities in a behind-the-scenes video clip.

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Craftsmanship films often delve into how a particular product is created, starting from a sketch and bringing viewers along for each step taken toward the finished item. Taking consumers on this type of journey reinforces a luxury brand's positioning and underscores expert proficiency for the task at hand.

Fired up

In its short film, Lalique shows enthusiasts how its glass-blowers maintain the clay pots used to create its colored crystal pieces.

Once a week Lalique must undertake the "changing of the pot" process. Maintenance on the pots is conducted by a highly experienced and coordinated team of expert glass-blowers at the Lalique factory in France.

The clay pots shown in the film are heated to 1,100 C or 2,012 F and must be changed on a weekly basis to prevent the vessels from cracking under such high temperatures.



*Lalique glass-blowers during the "changing of the pot" process*

In the 3 minute video, Lalique enthusiasts are shown glass-blowers in protective gear as they work together to uncover the clay pot and placing it on a handcart. The team then wheels the glowing vessel to different area and other workers are shown maintaining the oven.

The team then works to replace the clay pot that has been removed with a fresh one. Kept in a smaller oven, the workers remove the door and wheel out the replacement before it is inserted into the main kiln.

Once in position, the workers rebuild the casing that protects the clay pot and maintains the heat needed to create Lalique's colored crystal.

By showing the labor-intensive technique needed for just one element of Lalique's creative process, consumers may find a new understanding and appreciation for the brand and its crystal products.

Attention to detail is often a touchpoint explored in craftsmanship videos.

For instance, French couture house Christian Dior took a closer look at the minute movements of its artisans as they craft its timepieces.

In a short film, the brand took the viewer into its workshop, allowing them to be flies on the wall as its La D de Dior watches come to life. Rather than centering on a single watch's creation, the video shows how different styles are assembled, depicting the manipulations of various materials ([see story](#)).

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