

FRAGRANCE AND PERSONAL CARE

## La Prairie, Art Basel team to build on shared roots

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*Image source La Prairie*

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By STAFF REPORTS

Swiss skincare label La Prairie is partnering with Art Basel to give VIP attendees of the show an immersive look at its world.

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During the fair in Basel, Switzerland, La Prairie will have an exhibit within the Collector's Lounge, enabling guests to both learn about the brand's products and experience them through treatments. Through this first-of-its-kind partnership, La Prairie is associating its scientific skincare development with an artist's process, aligning the two fields.

### Art and innovation

La Prairie's branding is centered on innovation. The label, founded in 1978, combines research and technology for its product development, drawing on the craftsmanship that Switzerland is known for.

The beauty brand also places an emphasis on art in its packaging, using this aspect of its design to bring an additional artistic touch.



### *La Prairie packaging*

For instance, La Prairie is heightening consumers' experience with its products through a collaboration with French crystal-maker Baccarat.

Shared on La Prairie's social channels, the collaboration is being penned as a "creation of exceptional beauty" put forth by two "legendary houses of luxury." Collaborations of this kind allow brands to underscore their talents and build awareness among its partner's core consumers ([see story](#)).

La Prairie will be hosting VIPs during Art Basel, catering to an audience that includes curators, private collectors, museum directors, art advisors and internationally known artists.

"We are delighted to be partnering with La Prairie, a company that, like Art Basel, has Swiss roots and has built a global reputation for unparalleled excellence," says Marc Spiegler, Art Basel's global director.

Art Basel will take place from June 15-18. Last year's event drew about 95,000 visitors.



### *Art Basel in 2016*

"We are very excited about the partnership between La Prairie and Art Basel, which we feel perfectly represents our quest for timeless beauty and our passion for audacity," said Patrick Rasquinet, president/ CEO of La Prairie Group. "Indeed, from the painstaking research behind our scientific breakthroughs to the opulent formulations that envelop the senses, from the jewel-like packaging to the high-touch service, art is not just what La Prairie is, it is what we do."

Furthering this connection between art and science, La Prairie is planning a project with contemporary artists to celebrate the 30th anniversary of its Skin Caviar ([see story](#)).