

FOOD AND BEVERAGE

Baccarat combines cakes and crystal with a trip across the US

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Baccarat works with Lady M to open special dessert dining experience. Image credit: Baccarat

By STAFF REPORTS

French crystal-maker Baccarat is bringing cake to dessert lovers throughout the United States, as a truck carrying the pastries embarks on a cross-country journey.

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Working with pastry maker Lady M Cake Boutique, Baccarat has designed a cake truck to open up operations in California, but will first treat customers throughout the U.S. Baccarat plans to launch the Cake Truck's trip from its New York boutique.

Cakes and crystal

To introduce the special Cake Truck initiative to Baccarat fans, its New York store will be transformed into a Lady M collaboration on July 25.

The truck, designed by 3D artist Kurt Wenner, will have various replicas throughout Baccarat's store to give New York customers an immersive look at the idea. The 3D mural designed by Mr. Wenner will be visible to those coming from the street in a life-sized rendering.

Throughout the bricks-and-mortar location, shoppers will see Lady M's presence with various cakes located throughout the boutique. A replica of the trucks' takeout window will serve Lady M Mille Crêpes and Champagne.

Baccarat is hoping to make a big splash when the actual truck appears on the street in front of the store.

The Cake Truck itself features eye-catching Baccarat designs such as two large crystal chandeliers mounted to the exterior, in addition to a small Tuille de Cristal chandelier suspended from two long beams that collapse when closing up shop and Baccarat Mille Nuits Torch sconces along the sides of the service window.

When the truck is in operation, daytime service will allow Lady M clients to pickup their preordered items. But at night, the Cake Truck will turn into an immersive dining experience.



[View this post on Instagram](#)

This month's Couronne du Chocolat is pure dark chocolate sponge and mousse, covered in ganache, crumbs, and white chocolate shavings all around. We can't think of a better way to spend #WorldChocolateDay 💎💎💎 🍰 :

@nomnom_boston #ladymcakes #bestdessert
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#californiafood #irvinefoodies #lafoodie #lafoodies
#millecrepe # #summerdessert #summerfood
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#chocolatedessert #bestchocolate

A post shared by Lady M Confections Official (@ladymcakes)...

Instagram post from Lady M

Illuminated by the Baccarat chandeliers and lighting fixtures, the outdoor dining experience features Lady M desserts on Baccarat Arabesque Dessert plates, along with cold and warm drinks in Everyday Baccarat Tumblers and Baccarat Harcourt Talleyrand Tumblers, respectively.

There will be six tables, each adorned with Baccarat Bon Jour Versailles lamps and custom made iPads for customers to order Baccarat products.

Baccarat and Lady M will announce stop dates in the near future.

"Baccarat is thrilled to be partnering with Lady M on this new and innovative collaboration," said Jim Shreve, president/CEO of Baccarat North America, in a statement. "We are proud of the work we have done together to create this memorable experience for our customers.

"Our partnership reinforces the Baccarat message of enjoying beautiful things every day," he said. "We are excited to share delicious cakes on beautiful Baccarat. Everything tastes better on Baccarat."

The crystal maker is often working with other brands to satisfy the immersive needs of the affluent of today.

Cognac maker Louis XIII de Rémy Martin celebrated craftsmanship through the production of a 9-liter crystal decanter.

Louis XIII Le Salmanazar was realized by 20 artisans from Baccarat. According to Louis XIII, to its knowledge, this is the largest cognac decanter ever created, making it a rare collector's item likely to attract attention from enthusiasts ([see story](#)).

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