

HOME FURNISHINGS

## Baccarat, looking East, exhibits 400-piece private collection in China

November 8, 2019



*Baccarat sees tremendous upside in introducing affluent Chinese to the French way of life. Image credit: Baccarat*

By STAFF REPORTS

French crystal maker Baccarat, seeking to make inroads in Asia, will for the first time in its 255-year history bring out of France more than 400 pieces of its private collection to China.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The exhibition in Shanghai will encompass examples of everything that Baccarat is known for, from tableware and barware, to jewelry, lighting and decoration items. The exhibition is called "Baccarat: A Collector's House."

"I am extremely proud of bringing the beauty, the history, the heritage, the amazing savoir-faire [of Baccarat] to Shanghai in the Heng Fu Art Center," said Daniela Riccardi, CEO of Baccarat, in a video promoting the event.

Guerlain is one of the sponsors of the [exhibition](#).

Goal is crystal clear

France's King Louis XV ordered by royal decree the establishment of Baccarat in 1764. Since then the company has expanded its repertoire, with its name now on swish bars and hotels.

This exhibition comes two-and-a-half years after Chinese investment firm Fortune Fountain Capital Ltd. bought Baccarat from its private equity owners for \$184 million.

The collection will be housed in the Heng Fu Art Center in a restored mansion dating back to 1928.

Via this collaboration with the Heng Fu Art Center, Baccarat hopes to deploy an experiential concept involving culture, lifestyle and shopping.

The goal is to offer a dive into Baccarat's history and show how its creations have adorned the palaces, villas and homes of famous people worldwide.

The Baccarat items will be showcased in the center's exhibition space, bar and lounge to attract Chinese collectors of art and crystal.

In true Chinese style, visitors can scan a QR code on their WeChat app to buy the ticket on Maoyan.



*WeChat QR code: Baccarat is going the Chinese way to let visitors buy tickets. Image credit: Baccarat*

The exhibition runs through Feb. 8, 2020.

CHINESE AFFLUENT consumers, in line with individuals and households worldwide who acquire wealth, are quickly lapping up the lifestyle and treasures of Old Money from Europe. The Baccarat exhibition taps into that thirst.

"Baccarat became famous in the history as the crystal of the king and the king of the crystal," Ms. Riccardi said.

"I think a lot of the Chinese admirers of art, of collections, will have the opportunity to see live these pieces in their hometown, Shanghai," she said.

*Baccarat CEO Daniela Riccardi on the Shanghai exhibition*

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.