

HOME FURNISHINGS

## Baccarat brings new meaning to social butterflies

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*The Lucky Butterfly collection. Image credit: Baccarat*

By LUXURY DAILY NEWS SERVICE

French crystal maker Baccarat is appealing to younger consumers by using an Instagram filter to promote its latest collection.

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Designed by Evelyne Julienne, Baccarat's "Lucky Butterfly" collection features whimsical crystal butterfly figurines in several shades, including red, gold, black, turquoise, iridescent and more. The designs have inspired a playful campaign and accompanying Instagram filter, which bring further awareness to Baccarat's pieces.

### Lucky butterflies

A cheerful new vignette opens with the sounds of chirping birds and a red Baccarat gift box in a field with wildflowers.

As the camera begins zooming in on the box, it begins bouncing as if there is a treasure inside waiting to burst.

### *Escape of the lucky butterflies*

Suddenly, the lid pops off and a stream of colorful crystal butterflies are unleashed. They delicately stream out of the box and float into the sky before fading away.

This ephemeral nature of the Baccarat butterflies has also inspired an Instagram filter.



*The Lucky Butterfly Instagram AR filter from Baccarat. Image credit: Baccarat/Instagram*

Leveraging the mobile app's augmented reality technology, the filter allows users to take photos and videos, including selfies, with the crystal butterflies appearing to float within reach.

In a similar effort, auction house Sotheby's invited consumers to feel like royalty with a new Instagram AR filter that allows users to virtually try on a magnificent tiara.

In honor of its Geneva jewelry flagship auction on May 11, Sotheby's created an interactive effect to bolster consumer excitement. The Instagram filter is available through the handle [@Sothebys](#) and jewelry account [@Sothebysjewels](#) and allows users to take a photo of themselves wearing the headpiece against a 360-degree background of the Palazzina di Caccia di Stupinigi, an Italian palace ([see story](#)).

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