

HOME FURNISHINGS

Baccarat announces collection with Martha Stewart

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The Baccarat x Martha Stewart collection "Martharita" glasses and pitcher. Image credit: Baccarat

By LUXURY DAILY NEWS SERVICE

French crystal maker **Baccarat** is collaborating with American businesswoman and lifestyle icon Martha Stewart for a new collection.

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The Baccarat x Martha Stewart collection is teased in a new vignette from the crystal maker, which includes a special "Martharita" recipe from the entrepreneur herself. In a fun spin on a classic cocktail, the collection includes Martharita glasses and a Martharita pitcher.

Have a Martharita

The vignette opens with a shot of sliced limes and a Martharita glass filled with an enticing cocktail, all set to a jazzy soundtrack.

An anonymous bartender then appears, sporting chic black gloves and salting the rim of a Martharita glass. He then assembles the cocktail as a text overlay lists the recipe: two cups freshly squeezed lime juice, two cups tequila blanco, half a cup of triple sec, half a cup of pomegranate concentrate, add ice cubes and blend.

The Baccarat x Martha Stewart collection

The vignette ends with the finished product, two Martharitas in Martharita glasses.

A set of Martharita glasses is available for \$450 and the Martharita pitcher is available for \$1,100 on the Baccarat website.

In August, Baccarat appealed to younger consumers by using an Instagram filter to promote its latest collection.

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 ([see story](#)).

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