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Baccarat honors Pokmon with 25th anniversary collection

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There are only 25 pieces of the Pikachu Fragment available. Image credit: Baccarat

By LUXURY DAILY NEWS SERVICE

French crystal maker **Baccarat** is celebrating a new partnership with Pokmon with a hypnotizing new short film appealing to younger consumers.

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The new vignette shows the meticulous work behind forming the Baccarat Pokmon figurines, a celebration of the video game series' 25th anniversary. The collection consists of two figurines, the Pikachu Fragment, with a limited release of 25 pieces, a Pikachu figurine and a crystal Pok Ball.

Gotta catch them all

Twenty-five years ago, Pokmon came onto the scene with its first releases, Pokmon Red and Pokmon Green, for the Nintendo Game Boy. The series has become a cultural monolith, with trading cards, television shows, movies and more for its millions of fans.

In celebrating 25 years of Pokmon, Baccarat has tapped Japanese artist Hiroshi Fujiwara in designing the Pikachu Fragment, which holds imposing dimensions and represents classic Baccarat detailing, ultimately serving as a wondrous collector's item. There are only 25 pieces of the Pikachu Fragment available.

Baccarat brings luxury to the beloved, electric franchise

The Pikachu Fragment will be exclusively available in select Baccarat flagship stores including locations in Tokyo, Paris, New York, London, Hong Kong and Singapore.

Baccarat is honoring a fan favorite with the Pikachu figurine, the character's jovial nature well-captured with open arms, alert ears and tail. Finally, the Pok Ball, a crystal dressed in a gold mesh, can be used as paperweight or placed alone on a shelf.

Both of these figurines will be available in select Baccarat flagships in Tokyo, Paris, New York, London, Hong Kong, Singapore and for online purchase.

Last year, French fashion label Longchamp also revealed an electric capsule collection with the help of Pokmon.

The maison teamed with Pikachu, the cheerful and world-famous yellow Pokmon, on a limited-edition collection of handbags. Exclusive collaborations can attract fans of different brands and create a sense of urgency before items sell out ([see story](#)).

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