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Baccarat spotlights apprentice, shared values in celebratory short film

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Baccarat CEO Hervé Martin and apprentice Jordan Kautz. Image credit: Baccarat

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French crystal maker Baccarat is commending the accomplishments of one of its own in a new short film that emphasizes its savoir faire.

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Baccarat is celebrating its employee Jordan Kautz for receiving the title of MAF, Meilleur Apprenti de France, which translates to "Best Apprentice in France." A short film follows Mr. Kautz as he discusses his background and how it mellifluously overlaps with the ethos of the French crystal maker.

"Baccarat crystalware is designed for exquisite moments of celebration with a long history of developing world-class talent," said Casey Golden, founder/CEO of **Luxlock**, New York. "Highlighting Jordan Kautz's achievement of Meilleur Apprenti de France is a testament to their commitment to time-honored artisanal trades and brings light to the importance of apprenticing."

A design worthy

The vignette opens with a stunning crystal chandelier as the brand nameplate appears. Mr. Kautz begins talking about his work, with a theme of passion being immediately established.

"I knew since my first day at Baccarat that I wanted to do this," he says.

Mr. Kautz discusses his craft

The vignette then cuts to a ceremony where the apprentice is being celebrated by the brand as his voiceover gives insight into both his background and labor processes.

Mr. Kautz is 23 years old and began his tenure at Baccarat three years ago.

As his colleagues applaud him, Mr. Kautz is seen staring thoughtfully and admiringly at his MAF medal. The seriousness and passion towards his work and this accomplishment are palpable.

In other scenes, he holds a glass, explaining how he has worked a great deal with hot molten glass and that what has taken him the most time in the past is the cutting process.

His dedication to and reverence for the brand are continuously reinforced. He explains how he wants to do justice to Baccarat in helping create exquisite pieces that hold the brand name.

"I needed to achieve a neat result, a design worthy of Baccarat," he says in the film.

He also shows off one of his creations, an intricate piece designed to double as a flute and a coupe, reversible in both ways, is then shown.



Baccarat is praising the artisans behind its crystal. Image credit: Baccarat

The following shot is of a room filled with Baccarat items, from chandeliers to drinking glasses a showcase of the brand's grandeur and sophistication.

Although a tribute to Mr. Kautz, the apprentice turns the vignette into an ode to Baccarat constantly expressing his passion for his craft, which works brilliantly with the brand's ethos based on thoughtful craftsmanship and sophistication.

"There is so much versatility that one cannot imagine all the savoir-faire this company represents," Mr. Kautz says at the conclusion of the film.

The next generation

Like other luxury brands, Baccarat is looking to foster the next generation of luxury producers and consumers.

The vignette showed the meticulous work behind forming the Baccarat Pokmon figurines, a celebration of the video game series' 25th anniversary. The collection consisted of two figurines, the Pikachu Fragment, with a limited release of 25 pieces, a Pikachu figurine and a crystal Pok Ball ([see story](#)).

The crystal maker also appealed to younger consumers by using an Instagram filter to promote its summer 2021 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 inspired a playful campaign and accompanying Instagram filter, which bring further awareness to Baccarat's pieces ([see story](#)).

By celebrating Mr. Kautz's achievement, Baccarat continues bringing its brand's codes to younger consumers, fostering the next generation of talent with a passion for greatness.

"It's critical for young people to know that their talents are appreciated and can be developed beyond a canvas or cubical," Ms. Golden said. "Sharing Jordan's story, in his own words allows his passion to inspire the next generation of masters and remind consumers that Baccarat is created by people with dreams, not machines."