

HOME FURNISHINGS

Baccarat fosters childhood nostalgia with Miffy offering

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The "Miffy" series unfolded over several decades, following the beloved bunny to school, on vacation, visiting landmarks and more. Image credit: Baccarat

By LUXURY DAILY NEWS SERVICE

French crystal maker **Baccarat** is once again tapping its inner child with its latest character offering.

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The crystal maker has gone the literature route in its latest creation, offering a crystal representation of Miffy, a beloved bunny from an iconic series created by Dutch artist Dick Bruna. The crystal has captured Miffy's charming and adorable persona, an ideal symbol for literature lovers who are looking to display an integral character from their childhood.

Miffy hops home

Mr. Bruna first crafted the Miffy character in 1955, a delightful callback to the bedtime stories he would tell his son about a small bunny that jubilantly traversed about their holiday home.

Miffy is a delightful little bunny with cherubic cheeks, pointy ears and black eyes.



With Miffy's eyes and mouth accented in gold, the crystal is a glamorous way for consumers to remember a beloved staple from their childhood. Image credit: Baccarat

The "Miffy" series unfolded over several decades, following the beloved bunny to school, on vacation, visiting landmarks and more. The Miffy books have been translated into 40 languages internationally, calling on readers to enter the bunny's world of kindness and exploration.

Baccarat has channeled Miffy's likeness brilliantly into crystals, reverberating her big ears and small eyes to offer an accurate representation that consumers can display in their homes. With Miffy's eyes and mouth accented in gold, the crystal is a glamorous way for consumers to remember a beloved staple from their childhood.

Baccarat's version of Miffy sells for \$250.

This is not the first time the crystal maker has appealed to childhood memories.

Last November, Baccarat celebrated a new partnership with Pokmon with a hypnotizing short film appealing to younger 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](#)).

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