

HOME FURNISHINGS

Baccarat, Jeff Leatham illustrate the art of floral design in new series

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A set of vignettes from Baccarat follows luxury hospitality group Four Seasons George V's artistic director and floral artist, Jeff Leatham. Image credit: Baccarat

By KATIE TAMOLA

French crystal maker Baccarat is embarking on some floral fun with a new series.

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A set of vignettes follows luxury hospitality group Four Seasons George V's artistic director and floral artist Jeff Leatham, as he shares his vibrant artistic process. Although comprising of short vignettes, the series is a testament to the thought and effort that Baccarat, Four Seasons and luxury brands overall infuse into their offerings.

A chic arrangement

To first understand the inviting series and collaboration between the artistic director and Baccarat, one must delve into Mr. Leatham's work.

Working in his role at Four Season George V in Paris, France, Mr. Leatham sees a weekly delivery of 12,000 flowers from Amsterdam.

Mr. Leatham explains that the vase comes first in a Baccarat brand video

Every three weeks, Mr. Leatham thoughtfully crafts a new theme for his floral arrangements, creating at minimum two dozen major arrangements for the hotel's public areas including the lobby and restaurant Le Cinq.

The first video from the new collaboration between the artistic director and Baccarat opens with him happily introducing himself amid a few quick shots of him assembling flowers.

The second vignette poses an important question from Baccarat: What comes first, the flower or the vase?

Mr. Leatham, amid shots of flowers in various Baccarat vases, explains that he views his work akin to a fashion designer. In his experience, the vase always comes first.

"So you have the body first, and then you put on the clothing," he says.

Rounding out the series, as footage of disparate vase offerings from the French crystal maker pan across the screen,

Baccarat asks Mr. Leatham how to choose the right design.

He explains that one should choose the vase that reflects the kind of statement they are aiming to convey with their floral arrangement.

Several Baccarat vases throughout the series steal the show, with their sophisticated, chic and elegant designs. Some hold flowers in them as some wait for the statement plants.

Several vases currently available from the French crystal maker include the Eye Vase Round S, available in three colorways, starting at \$500; the Harcourt Flutissimo Vase, retailing at \$6,200; the Flora Vase for \$190 and several other options.

Approaching the next generation

Baccarat continues producing content that draws connections between its thoughtful offerings and what consumers are looking for. Many shoppers are looking for chic items that convey themes of nature and whimsy.



The Lucky Butterfly collection. Image credit: Baccarat

Last year, 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 inspired a playful campaign and accompanying Instagram filter, which bring further awareness to Baccarat's pieces ([see story](#)).

Whether it is by crafting butterflies, making flowers pop or channeling a childhood favorite, it is clear that Baccarat is looking to appeal to a younger audience.

Last November, Baccarat celebrated a new partnership with Pokmon by way of a hypnotizing new short film in order to appeal to younger consumers.

The new vignette shows 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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