

FRAGRANCE AND PERSONAL CARE

Baccarat, Guerlain ode house emblem with reimagined crystal bottle release

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Guerlain is owned by the LVMH conglomerate. Image credit: Baccarat

By MARYBETH CONNAUGHTON

French fragrance house Guerlain once again employs the timeless talents of both French fine crystal manufacturer Baccarat and French jeweler Lorenz Baumer to create the latest sculptural homage to the house's venerated symbol.

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Mr. Baumer has designed a perfume bottle for Guerlain called "The Black Bee: Prestige Edition," which features black crystal by Baccarat. It is the latest incarnation of the bee-shaped perfume bottle since Mr. Baumer first imagined it in 2010.

"Guerlain consistently embraces the pillars of classic luxury to elevate their products," said Chris Ramey, CEO at [Affluent Insights](#), Palm Beach.

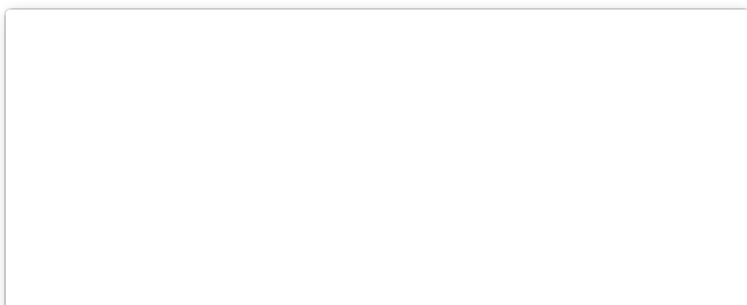
"Collaborating with Baccarat reinforces each brand's French DNA."

Generating buzz

The bee has been the symbol of the house of Guerlain since 1853.

The collaboration's resulting Black Bee jewel bottle will be made available to only 22 collectors. Much of its select status is owed to the black crystal the most precious crystal of all provided courtesy of Baccarat.

Also made of crystal are the large wings that fan outward from the main vessel, faceted to catch the light like diamonds. Their transparent finish is meant to recall the clarity of the insect's wings.



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A post shared by Baccarat Official (@baccarat)

As a finishing touch, the bottle is donned with a tassel using the traditional "le barbichage," meaning feathering, technique. The finishing touch is made of black silken thread from the "Dames de Table" of the Guerlain ateliers – those responsible for having bottled the brand's magic potions for generations on end, tying thread, putting wax sealants on perfume bottles and so much more, as a continued expression of the house's expert craftsmanship.

Contained inside are 8.28 ounces of "Imagine," which boasts a blend of orange blossom, rose, jasmine, and creamy sandalwood.

The Black Bee is inspired by the insect of the same name native to Ouessant, a French island in the English channel, whose honey is considered by the brand to be beneficial to the skin.

Thus, Guerlain's very own line of signature skincare, Abeille Royale, features a formation sourced from this honey, a royal jelly exclusively extracted from bees in France.

The parfumerie supports a partnership with the Brittany Black Bee Conservatory which ensures the protection of the black bee species and pledges to practice sustainable sourcing for its beauty products.

Long may she reign

Recently, Guerlain released another limited series of bee-centric sculptures designed by Mr. Baumer called "Le Secret de la Reine."

This creation was fully encrusted in diamonds. Only two editions were issued, one featuring onyx elements and the other, gold.

Inspired by watchmaking mechanics, the large diamonds that dominated the sculptures were spring-loaded. When the diamonds were pressed, the bottle's wings shot open, revealing a honeycomb pattern.

Underneath is a scent of the wearer's choice. The sculpture was designed to be enjoyed independently from the bottle – when removed, it could be worn as a pendant or brooch.

The bee is not the only queen to whom Mr. Baumer's works pay homage.

Last year, he was recognized by the Natural Diamond Council for his ability to "transform women into princesses" through his diamond-studded creations. Per the artist's accounts, watching his mother don fine jewelry on a night out transformed her, in his eyes, into royalty.

His decades-long career has brought him together with actual members of the monarchy, as well as fashion's reigning houses.

In 2007, he launched Louis Vuitton's first jewelry line. In 2010, he created the tiara named "Ecume de Diamants," or "foam of diamonds," that Princess Charlene of Monaco wore to her wedding to Prince Albert of Monaco ([see story](#)).