

APPAREL AND ACCESSORIES

Thom Browne expands brand universe with Baccarat collaboration

November 29, 2023



Baccarat x Thom Browne features elements of both companies' respective histories and codes. Image credit: Thom Browne

By ZACH JAMES

U.S. fashion label Thom Browne is celebrating 20 years in business with the release of an unforeseen capsule.

Crafted in partnership with French crystal maker Baccarat, a new limited-edition glass collection is comprised of revived designs, many of which have not been put to use in over 100 years. The launch marks a first for the contemporary brand, now playing in the homewares space.

Clear picture

Announced on Nov. 27, Baccarat x Thom Browne features elements of both companies' respective histories and codes.

The drop includes a chic set of whiskey tumblers and carafe, Champagne coupes and a pair of yacht glasses, priced between \$9,600 and \$25,900. The collection's glasses are sold in twos.



Thom Browne's four-bar motif is present across the bar designs. Image credit: Thom Browne

Each piece is made from Baccarat's fine crystal, constructed in Lorraine, France, and designed in New York on Thom Browne's home turf, the items exhibiting a certain level of "patrimoine."

The term associates a significant amount of cultural heritage to Baccarat's back catalog of creations which here are reimaged.

The Champagne coupes and yacht glasses specifically are seeing the light of day for the first time since the early 20th century. The latter was originally commissioned for the Prince of Wales in 1925.

Each piece sports an art deco shape, referencing a golden era for Baccarat, also tying in Thom Browne's more modern sensibilities such as the brand's four-bar motif. Final touches include

Across the board, engravings denote the collection's limited-edition nature.

... cheers ...introducing the thom browne by baccarat collection. featuring a champagne coupe, two yacht glasses, a whiskey glass and a carafe. the collaboration was inspired by thom browne's personal antique collection.[@Baccarat #thombrowne #thombrownehome pic.twitter.com/ZbLgkTHbel](#)

Thom Browne (@ThomBrowne) [November 28, 2023](#)

Baccarat has been active in its partnerships this year, working with a French designer to bring new technology into its production processes ([see story](#)). The 259-year-old operation also teamed up with ultra-premium Guatemalan rum brand Zacapa, adorning a VIP experience at the 2023 Tony Awards ([see story](#)).

The collection is on sale now, available exclusively through Thom Browne's [website](#) and at select Thom Browne stores including its 100 Hudson Street, New York and 3 Albemarle Street, London locations.

Celebratory season

Baccarat x Thom Browne is one of many global anniversary activations from the masters of modern tailoring to go live this month.

In recent weeks, the New York-based brand shared its likeness with a number of legacy mall businesses in the city, choosing to work with independent bookstore McNally Jackson and holding a star-studded event at The Grill restaurant.

Thom Browne celebrated his 20th anniversary during [#FriezeLondon](#) with a series of events in a talk with Charlie Porter, Browne examined his design tenets and brand evolution as seen in his new book, followed by a dinner with friends of the brand at the V&A Museum. [#thombrowne20 pic.twitter.com/FakrNnMNSJ](#)

Frieze (@friezeofficial) [October 14, 2023](#)

Thom Browne also went live with a diorama showcase at British department store Harrods. Digital content documented the founder, chairman of the CFDA, and British columnist Raven Smith touring the spot.

Britain's capital city also saw a traveling exhibition appear at the Victoria and Albert Museum. Actors and musicians including Naomi Ackie, Aaron Pierre, Katherine Waterston, Will Poulter, Maisie Williams, Janet Jackson and Dan Levy attended a preview. Other OOH moments and celebrity gatherings for the brand's birthday have taken place in Shanghai, Tokyo and Seoul, to name a few.

Thom Browne joins a range of luxury mainstays bringing attention to their respective anniversaries this year, with Shiseido ([see story](#)), Veuve Clicquot ([see story](#)), Rimowa ([see story](#)) and Porsche ([see story](#)) among the pack raising their glasses.