

HOME FURNISHINGS

Singer-songwriter Boule brings harmony to Baccarat

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The French creative conducts sound using the French crystal maker's glassware in the latest chapter "Spotlight On." Image credit: Baccarat

By EMILY IRIS DEGN

French crystal maker Baccarat's latest video stars a musician from its home country.

French singer-songwriter Anabelle Boule lends her talents to the next edition of "Spotlight On," the brand's series showcasing its collaborations with those in creative fields. Building a harp using Baccarat glasses, Ms. Boule contextualizes the luxury wares within yet another art form as the maison continues to appeal to consumers' demand for craft-centric narratives.

"Baccarat, with this collaboration, is creating a unique bond with their consumers," said Lori Zelenko, owner and founder of [LSZ Communications](#), New York.

"They become one, together, emotionally connected to mutual values, treasuring nature in its myriad reflections," Ms. Zelenko said. "Boule's artistic integrity is unquestioned, in contrast to some of the big fashion/music collaborations.

"There is no hype comparatively, just quiet luxury, which is very much on trend for the Baccarat consumer."

Ms. Zelenko is not affiliated with Baccarat, but agreed to comment as an industry expert.

"Glass-ical" music

A new video from Baccarat entitled "Spotlight On Boule" reveals the artist's creative process.

Opening in a fern-carpeted forest near Normandy, where Ms. Boule lives, visuals of the artist's thatched roof cottage, willow trees, gardens, galloping horses and book-filled interiors bathed in warm light appear on screen.



Ms. Boule's countryside home in Normandy is where she goes to make art. Image credit: Baccarat

Baccarat takes viewers through the singer's corner of the world, which she states is a place for her to clear her mind in nature and reconnect with herself emotionally. This personal angle shapes the collaboration.

Ms. Boule delves into her love of horses. Riding through woodland trails and countryside, the star states that this activity helps her to compose music.

Her reason for wanting to collaborate with Baccarat is also detailed.

After seeing someone playing a glass harp in Venice, Ms. Boule was inspired to create one herself. Her version was designed with French furnishings brand Hartis and features 28 Baccarat crystal cups.



The singer tested hundreds of Baccarat products to find 28 different notes. Image credit: Baccarat

To perfect the instrument, she originally tested out 300 of these tableware items.

The final lineup includes Baccarat's Vega Small Glass, the Massena Glass, the Passion Champagne Glass, the Cognac Degustation Glass and the Vega Glass. Each is secured with hoof-like bases and leather straps for the project.

The finishings honor Ms. Boule's identity as an equestrian and keep the innovative Baccarat Glass Harp from moving around as she creates sound.

Running her fingers along the rims of the products, her actions emit different notes. The feat stages her skill against Baccarat's craft.

"My relation with light is almost supernatural," said Ms. Boule, in a statement.

"In fact, I'm easily pierced by a beautiful landscape with a beautiful light," she said. "To me, Baccarat means purity, transparency and light.

"That's what I want to shine through in my music."



The singer has brought together her craft and that of Baccarat by making music with glass. Image credit: Baccarat

"In general, a collaboration with a musical artist allows for a consumer's imagination to become actively engaged, to transcend conventional boundaries," said LSZ Communications's Ms. Zelenko

"In essence, those who may be intrigued by the brand are invited to have a deeper, more emotional dialog and as such, luxuriate in the experience."

For the craft

Through the "Spotlight On" series, Baccarat finds new ways to position its craft within fresh artistic frameworks.

Baccarat: Spotlight On Anabelle Boule

From photography to ceramics to, in the latest case, music, the maison has been conjuring up narratives that marry crystalware and a variety of creative genres.

The move puts its know-how in the, as the title suggests, spotlight. Audiences can discover new ways that Baccarat products can inspire, and get an up-close look at the company's distinct artistic touch.

The French house has hosted in-person events to double down on this part of its business, placing craftspeople front and center to engage with the public ([see story](#)).

Others in luxury are following suit, touting archival appeal and skills to assert their value ([see story](#)).

"Engaging with nature, its purity, its transparency, its light... these are all elements Baccarat taps to express the luminosity and

g grace of its luxury goods and crystal overall,” said Ms. Zelenko.

“So it’s simply a natural extension of this thought process to connect with an artist as intuitive and essentially, prismatic as Boule,” she said. “Consumers then connect the luminosity of the crystal with the entrancing, crystalline notes of Boule’s music, drawing them in to explore an exquisite universe.”

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