

HOME FURNISHINGS

# Lalique stages collection showcase through culinary, floral lens

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*The push centers on Art Vivre. Image courtesy of Lalique/Celine Saby*

By LUXURY DAILY NEWS SERVICE

French lifestyle brand **Lalique** is enlisting two European talents in a new campaign.

Shot at The Glenturret Lalique, “The Art of Spring” enlists two-Michelin-starred Scottish chef Mark Donald, the gastronomy hub’s executive chef, and French florist Jefferson Fouquet. Expressing their melded visions of the season through their respective crafts, the duo combines flowers and food to showcase the maison’s current crystal collections with an avant-garde twist.

## Experimental vision

Crossing creative lines, from floristry to culinary, the the campaign’s renewal-themed visuals start conversations surrounding flavor, art and craftsmanship.

Taking the form of tabletop and ornamental displays, the collaborative pieces engage with all of the senses. Mr. Fouquet’s artistic sensibilities offer an avant-garde touch to Mr. Donald’s gastronomic excellence.



*Mr. Fouquet crafts surrealist narratives through his flower-centric works. Image courtesy of Lalique/Celine Saby*

Experimental imagery shows off crystal tableware and decor, which serve as a base for flowers sprouting out of various fruits, jewelry attached to natural elements and bouquets combining the aforementioned designs.

Lalique credits Mr. Fouquet’s “outside the vase” thinking and Mr. Donald’s culinary expertise, as The Glenturret Lalique was

awarded its second Michelin star just weeks ago.

"This is an ecstatic moment for us; we are all thrilled to have been awarded a second Michelin star," said Mr. Donald, in a statement.

"I am indebted to my team; I am not an island," he said. "We achieved this together. I am happy too that Scotland is getting the recognition it deserves as a gastronomic destination."



*Mr. Donald's culinary creations are pictured alongside the avant-garde art. Image courtesy of Laliq*

Spanning jewelry, tableware, decor and fragrances, a large selection of Laliq's crystal wares are spotlighted throughout the campaign. All of the pieces are available now on the maison's [website](#).

Danish porcelain maker Royal Copenhagen took a similar approach to seasonal marketing last December, re-upping its Christmas Tables initiative for its 60th annual entry ([see story](#)).

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