

HOME FURNISHINGS

# Waterford renews Times Square tradition as official crystal of New Year's Eve Ball

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*The brand is dropping details on its latest cultural crossover. Image credit: Waterford*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Irish crystal maker Waterford is circling back on a lapsed, long-term partnership.

The brand is returning as the official crystal of the Times Square New Year's Eve Ball. Prior to a two-year absence, Waterford had served in the role for more than a quarter-century.

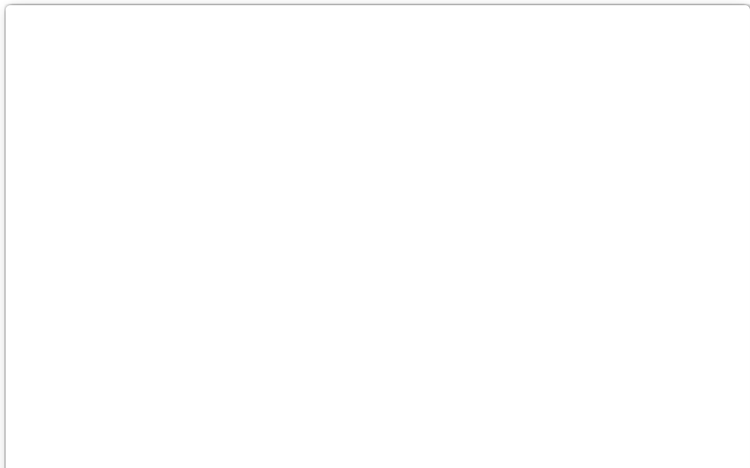
"As the world comes together each New Year's Eve, there is no greater stage for Waterford than Times Square," said Bentley Hardwick, global head of **Waterford**, in a statement.

"Through the brilliance of crystal craftsmanship, we are proud to help shape a moment that unites millions in celebration and optimism for the future," Ms. Hardwick said. "We are honored to be part of this piece of history."

## Big drop

Ahead of the holiday event, visitors of the newly redeveloped One Times Square will be able to interact with the New Year's Eve Ball.

As a part of The Premium Ball Experience, guests can replace a 2025 crystal disc with a new 2026 Waterford piece, taking last year's item as a keepsake. This year's crystal design from the luxury brand is dubbed "The Infinite Edition."



[View this post on Instagram](#)

A post shared by Waterford (@waterford)

Three sizes of discs, called Infinite Joy, Infinite Light and Infinite Beginnings, appear on the new ball, as 5,280 pieces cover the orb.

"One Times Square is entering a new era designed to interact, entertain, and thrill visitors of all ages and Waterford will be a central part of one of our marquee experiences, The Premium Ball Experience," said Michael Phillips, president of Jamestown, owner of One Times Square, in a statement.

"Waterford and the Times Square New Year's Eve Ball have long been intertwined, and we're excited to bring this partnership back to life," Mr. Phillips said. "This collaboration will allow us to create a truly unique and unforgettable experience, blending the timeless beauty of crystal craftsmanship with the energy and excitement of Times Square year-round in a way that captures the spirit of this iconic celebration."

Other luxury brands are revealing seasonal activations as well. U.S. department store Bergdorf Goodman is unveiling window displays crafted in collaboration with Italian cashmere label Loro Piana (see story).

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