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## Lalique partners with Parmigiani Fleurier for \$480K clock

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By ERIN SHEA

French glassmaker Lalique is partnering with Swiss watchmaker Parmigiani Fleurier to create a limited edition set of table clocks that cost up to \$480,000.

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The 15-Day Table Clocks are being promoted at exclusive events with both brands targeting select customers. In addition to offering an exclusive product, Lalique and Parmigiani Fleurier are solidifying their high-end status in the luxury market by collaborating on this project.

“What it means for Lalique to partner with Parmigiani Fleurier is that two houses known for craftsmanship and excellence have partnered to create a limited-edition masterpiece together, the 15-Day Clock, that can be admired and revered by watch and luxury connoisseurs everywhere,” said Sarah Gargano, director of public relations at [Lalique North America](#), New York.

Life of luxury

This partnership comes as an extension of Lalique’s efforts to be known as a luxury lifestyle brand.

In March, the brand jump-started a lifestyle-focused rebranding effort by featuring a luxury

furniture, accessories and bed linen collection called Lalique Maison in specialty showrooms.

The collection comprises Art Deco-inspired furniture and accessories that were designed by Lady Tina Green and Pietro Mingarelli. The products are displayed at three Lalique Interiors showrooms in New York, Chicago and Beverly Hills, CA ([see story](#)).

Now, the brand's partnership with Parmigiani Fleurier continues to push the brand into the lifestyle category.

The 15-Day Table Clock comes in four different colors. The one-of-a-kind black crystal clock is priced at \$480,000.



### *Black crystal clock*

The red, blue and clear crystal clocks are limited to 15 clocks per color and are priced at \$98,000.



### *Red crystal clock*

Since the manufacturing process is difficult, Parmigiani Fleurier is able to produce five of these clocks per year. Consumers may have to wait up to three years to receive their clock.

Lalique unveiled the clock May 14 at an exclusive event for Robb Report readers in New York. It continues to promote the clocks by working individually with select customers and through exclusive events.

### High-status partnerships

Other high-end luxury brands have collaborated with one another to reach a new group of affluent consumers.

For instance, spirits brand Johnnie Walker is eyeing affluent men through a partnership with Alfred Dunhill by creating a limited-edition gift set that extends the reach of both brands.

The Johnnie Walker Blue Label limited edition collection by Alfred Dunhill is a collection of British-inspired gifts in addition to a designer bottle. The partnership helps both brands solidify their position in the luxury industry and as well as their reputation as men's lifestyle brands ([see story](#)).

Furthermore, Italian automaker Ferrari and Champagne brand Veuve Clicquot are raising awareness for their shared values of performance, high standards, creativity and boldness with an events partnership.

The partnership entails global events, side-by-side appearances and a design

collaboration that helps both brands target high-net-worth consumers. Many luxury automakers have partnered with fashion brands to launch special-edition models, but now it seems that they are branching out to partnerships with brands in new categories ([see story](#)).

However, Lalique's partnership came out of a friendship between company owner Silvio Denz, businessman and Lalique perfume bottle collector, and Jean-Marc Jacot, CEO of Parmigiani Fleurier. The men came up with the idea for the table clock in 2012.

"In addition to their shared passion for intricately complicated watches, vintage automobiles and rare wines, the two men share a fondness for partnerships based on excellence," Ms. Gargano said.

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

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