

IN-STORE

## Baccarat celebrates 250 years with in-store display at Printemps

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*The exterior of Printemps' Paris store*

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By SARAH JONES

French crystal maker Baccarat is feting its 250-year history at the Paris flagship of department store Printemps.

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For the event, Baccarat has a window display, in-store pop-up and exclusive products for the department store. Printemps and Baccarat share a French heritage and a lengthy history, making this in-store event more meaningful.

"The connection between Baccarat and Printemps has existed for nearly 150 years," said Dave Rodgerson, retail business development executive at [Microsoft Canada](#), Toronto.

"That's an incredible relationship and certainly one that should be celebrated with a special event.

"By developing exclusive items for Printemps, Baccarat has created an exclusive atmosphere that can't be equalled with by any other retailer," he said.

Mr. Rodgerson is not affiliated with Printemps or Baccarat but agreed to comment as an industry expert.

**Baccarat** was unable to comment.

World trip

Baccarat was founded in 1764 in France with authorization by King Louis XV.

Printemps began its Baccarat celebration May 15, and the displays will be up until Aug. 23.



*Promotional image from Printemps for Baccarat's anniversary*

The retailer brought in artist Julien Colombier, to design six windows that tell the story of Baccarat's history.

Six panes show the home of an explorer, showing influences from cultures in Asia, the tropics, Russia, India, Europe and the Middle East. Baccarat has been commissioned for work around the world.



*Baccarat window at Printemps*

A giant dragon appears ready to eat a dining room table in a red-themed room, while flamingos and tropical birds rest in a green space decorated with palm leaves and wicker furniture.



*Baccarat window at Printemps*

Mr. Colombier was also the mind behind the artwork in-store accompanying the pop-up display “Le Table Baccarat.” This exhibit, created by BE Alain Ducasse, continues the same theme of an explorer’s home, focusing on Asia, the Middle East and Russia.

A giant red chandelier, the Zénith, hangs over the space. A mixture of clear crystal and 24-carat gold powder created the red color.



*Sketch of the Baccarat pop-up in Printemps*

In addition to the physical displays, Baccarat is offering Printemps consumers the opportunity to get their hands on unique pieces.

The crystal brand is pre-releasing a number of items from its Harcourt collection, including a red candleholder, vases and Champagne flutes. This line was inspired by a ceremonial chalice engraved with a royal monogram that Louis Philippe commissioned in 1841.



*Harcourt piece by Baccarat from 1841*

Baccarat's Grande Genre vase, one of the pre-releases, is one of the largest ever made by the brand.

Another piece available early at Printemps is the Louxor lamp, inspired by a ring designed by then-creative director Georges Chevalier in 1930. Baccarat claims to be the first crystal-maker to create lighting fixtures.



*Baccarat pieces designed by Georges Chevalier*

Baccarat has also created a collection of exclusive ladies gifts for Printemps. The Médicis jewelry collection feature square “sugar loaf” shaped red crystal stones, and homage to vintage sketches from the house.

Heritage on display

Other brands have turned to retailers’ windows to help tell their story.

For instance, Russian jeweler Fabergé raised awareness of its heritage with an Easter-themed takeover of British department store Harrods.

Fabergé-themed windows in the retailer told the house’s history, while a pop-up shop hosted jewelry pieces and an interactive online platform in-store allowed consumers to virtually try on merchandise and share the video on social media. This takeover allowed Harrods to benefit from the buzz surrounding Fabergé during the Easter season, and it gave Fabergé a larger audience to share its history ([see story](#)).

Store windows allow for a canvas to show off inventive home décor.

For instance, British department store Harrods showcased its overhauled home furnishings department with window displays designed by Condé Nast shelter publication House & Garden.

The 11 interior-themed windows, with six designed by the magazine, focused on modern interior decor, giving viewers an idea of what could be bought in Harrods’ new Harrods is Home section. This was an effective way to promote the new selection in-store, since it showed realistic yet aspirational uses of the products Harrods carries ([see story](#)).

Because this initiative spans the outside and inside of the store, consumers will be able to

feel more a part of the celebration.

"I'm very impressed with their use of a pop-up store," Mr. Rodgerson said. "Despite the exclusivity and luxurious nature of the promotion, they have succeeded in capturing some of the fun and excitement that these formats generate.

"It really doesn't matter how exclusive a brand is, their fans and customers are looking for an experience that creates a story worth sharing," he said. "Retail is the closest thing to entertainment outside of show business and that's what Baccarat and Printemps have created with their recent collaboration."

#### Final Take

*Sarah Jones, editorial assistant on Luxury Daily*

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