

BACCARAT, ALCHEMIST OF JOY

In 1764, in eastern France, a group of daring craftsmen set out to transform the four elements of nature – earth, air, fire and water – into glass of unparalleled quality.

In 1816, they perfected their well-kept secret formula to obtain the purest crystal in the world. Thus was born Baccarat crystal, a magical material able to metamorphose the energy of the elements and man into a source of universal joy.

Over the centuries, passion has united generations of highly talented craftsmen at Baccarat, each sculpting crystal with breath, hand, and eye. Together, they have never ceased to astonish the world. With an enduring commitment to transmit their exceptional expertise to a circle of young enthusiasts, they continuously create universes with the power to transform moments of sharing into celebrations of life.

In 1823, enchanted by the “elegance and beauty” of Baccarat crystal, King Louis XVIII placed the first of a long series of royal orders. In 1828, the factory welcomed King Charles X and gifted him a carafe before creating a glass service in his honor. In 1840, the ceremonial chalice fashioned for Louis-Philippe, King of the French, anchored Baccarat at the pinnacle of illustrious French art de vivre.

In 1855, for the first World Fair in Paris, Baccarat unveiled its unique craftsmanship to the world. A showcase of modernity, Paris was a celebration, where aesthetes came to shine in society. Baccarat illuminated this new Parisian art de vivre with its extraordinary candelabras and chandeliers, transported from the factory by horse-drawn carriage. Exhibited to the delight of fascinated visitors, Baccarat’s dazzling creations have made the exceptional a reality. The precise lines, balanced proportions and resplendent colors coincide with extreme stylistic prowess. Years later, by crafting a temple in homage to the god Mercury, and later a ship with a monumental prow, Baccarat continued to elicit surprise, and garner numerous medals at each major national and international Exhibition.

Baccarat embodies the quintessence of the French spirit, and its name alone is an invitation to wonderment. Enchanting festivities and elegant receptions, Baccarat has won over the elite. From the custom furniture made for the Maharajahs of India to the majestic «Tsar’s” candelabra created for Nicholas II, the impressive collection of lighting fixtures for the Dolmabahçe Palace in Istanbul, the pieces commissioned by Napoleon III for his apartments in the Louvre and Tuileries, the refined creations for the Japanese imperial court, to the Juvisy service that has adorned the ceremonial tables of the Elysée Palace since 1899, Baccarat has cast its light around the world, establishing itself as the king of crystal. Exalting the art of hosting to the art of perfume, Baccarat is devoted to beauty in all its forms.

From Josephine Baker to the Princess of Monaco, Marilyn Monroe to Karl Lagerfeld, and Kris Jenner to Gigi Hadid, Baccarat has transcended fashion, seducing the lovers of life and opinion leaders of every generation. At the forefront of style, the House draws inspiration from its heritage to shape the tastes of tomorrow. Just as the Harcourt glass is a true icon of the House since 1841, Baccarat’s creations are always in tune with the times and are an infinite source of inspiration.

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Dali, Ettore Sottsass, Philippe Starck, Jaime Hayon, Marcel Wanders, and Virgil Abloh – the world’s iconic artists and designers have also succumbed to the temptation of Baccarat. Through unprecedented collaborations, each has imparted a unique artistic vision, constantly pushed the limits of technique, often defying the laws of matter. Blurring the boundaries between art, architecture and design, they have opened up new perspectives, enriching Baccarat’s aesthetic repertoire over time. The absolute complicity between the artists and craftsmen has resulted in original, soulful creations rich in imagination.

Bold and visionary, Baccarat has developed new hospitality concepts in every corner of the world. From Paris to Moscow, New York, Tokyo, Miami or Hong Kong, the unique experience of Baccarat’s art de vivre can be found within its Houses, boutiques, restaurants, bars, hotels and lounges.

This is how the name of a small town in eastern France has become a symbol of French joie de vivre. The fruit of the shared contributions of exceptional artisans, each masterpiece transports us into an enchanting, captivating universe. By transforming every instant lived, every moment shared, every emotion felt, into pure and luminous joy, Baccarat emerges a true Alchemist of joy. The fire of passion never went out and will burn forever.

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