

Baccarat

HELLO KITTY





HELLO KITTY 50TH ANNIVERSARY

HAPPY ANNIVERSARY HELLO KITTY!

The captivating world of Baccarat meets the irresistible charm of the famous Hello Kitty, who celebrates her 50th anniversary in 2024.

For this anniversary celebration, the artisans of Baccarat's Manufacture have crafted two original crystal creations: an amazing sculpture dressed by fashion designer Kévin Germanier and a must-have figurine for Hello Kitty fans of all ages around the world.

Through this exclusive Baccarat x Hello Kitty collaboration, the pop culture icon gets dressed in light, heralding new adventures filled with good humor and joy.

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BACCARAT X HELLO KITTY X KÉVIN GERMANIER

Hello Kitty, heroine of Kawaii culture, becomes the face of Parisian fashion! To celebrate Hello Kitty's fiftieth birthday, Baccarat presents a dazzling 30 cm-high crystal sculpture, crafted by the masterful hands of the Maison's artisans, and dressed by couturier Kévin Germanier.

Pop culture fan and avid toy art collector, Kévin Germanier has created four haute couture pieces - two headdresses and two dresses - to play with Hello Kitty's look and transform it to your whim. Renowned for his innovative work fusing glamour and upcycling, the designer drew inspiration from the four elements of nature - air, earth, water and fire - at the origin of each Baccarat creation. A play of textures and a clash of colors make the crystal sparkle, with pieces composed of pearls and sequins 100% reclaimed and entirely hand embroidered in Germanier's Paris atelier. Each outfit, a reflection of flamboyant fashion, captures Baccarat's joie de vivre and the good humor of Hello Kitty.

Limited edition of 50



AIR HEADDRESS

Transparent and delicate, this dichroic headdress, adorned with pink and pearly beads, symbolizes airy grace.



WATER DRESS

With a palette of blues, purples and transparent beads, this ruffled dress sparkles like reflections on the water's surface.



FIRE HEADDRESS

Evoking the hypnotic dance of flames, this headdress, adorned with shimmering sequins and golden beads, unfurls a palette of flaming pinks and oranges.



EARTH DRESS

With shades of green and pink reminiscent of a garden in bloom, this fringed dress symbolizes the freshness and vibrant beauty of the Earth.

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HELLO KITTY FIGURINE

Hello Kitty was born in the outskirts of London, and lives with her parents and her twin sister Mimmy, whom she adores. She weighs the same as 3 apples and she is as tall as 5 apples. In 2024, she celebrates her 50th birthday! Baccarat is marking this very special occasion with a crystal figurine in her likeness. Crafted by the Maison's artisans, this creation captures the charming, joyful character of the pop culture icon, with her round silhouette and emblematic bow shining through the reflections of light. A must-have souvenir of the memorable Hello Kitty!

Limited edition of 15.000



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ABOUT BACCARAT

Founded in 1764, Baccarat, alchemist of joy and creator of enchanting worlds, is the fruit of a group of daring artisans who have transformed the four elements of nature – earth, air, fire and water – into crystal of unparalleled purity. By crafting true masterpieces, Baccarat has never ceased to surprise the world, garnering numerous awards at World Fairs and international exhibitions. This is how the name of a small town in eastern France, Baccarat, has over time become a symbol of the art of celebration and French joie de vivre. 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. Ahead of its 260th anniversary, Baccarat continues its international development, firmly anchored in its roots, and driven by the ambition to always fly higher.

Discover the captivating world of Baccarat on www.baccarat.com and on www.instagram.com/baccarat

ABOUT SANRIO

Sanrio is the global lifestyle brand best known for Hello Kitty who was created in 1974, and home to many other beloved character brands such as My Melody, Kuromi, LittleTwinStars, Cinnamoroll, Pompompurin, gudetama, Aggretsuko, Chococat, Bad Badtz-Maru and Kerokerokeroppi. Sanrio was founded on the philosophy that a small gift can bring happiness and friendship to people of all ages. Since 1960, this philosophy has served as the inspiration to offer quality products, services and activities that promote communication and inspire unique consumer experiences across the world. Today, Sanrio's business extends into the entertainment industry with several content series, gaming offerings and theme parks. Sanrio boasts an extensive product lineup which is available in over 130 countries. Sanrio hopes to bring smiles to everyone's faces with their vision of "One World, Connecting Smiles." To learn more about Sanrio, please visit sanrio.eu and follow on YouTube, TikTok, Instagram, Facebook, and Twitter.

ABOUT KÉVIN GERMANIER

Born in 1992 in Grenchen, Switzerland, Kévin Germanier studied at London's Central Saint Martins School before working at Louis Vuitton, then launching his brand in 2018. Taylor Swift, Lady Gaga, Beyoncé, Bjork, Sun Mi and Red Velvet, stars of K-pop, rave about his creations combining upcycling and glamour. True to his commitment to excellence, he has been collaborating with Baccarat since the «Harcourt Show by» in 2021. The Baccarat x Hello Kitty collection seals this creative friendship, perpetuating a bold, intergenerational vision of Baccarat.

Baccarat



PRESS CONTACTS

EUROPE

Caroline de Laurens
caroline.delarens@baccarat.fr

Délia Heidsieck
delia.heidsieck@baccarat.fr

AMERICAS

Reid Myers
reid.myers@baccarat.fr

Pamela Ibanez
pamela.ibanez@baccarat.fr

JAPAN

Sayori Iwata
sayori.iwata@baccarat.fr

ASIA

Tanya Yeung
tanya.yeung@baccarat.fr