

*Baccarat*  
BACCARAT

THE ICONIC 260-YEAR-OLD FRENCH MAISON

Since 1764, Baccarat has been continually crafting captivating worlds,  
transforming the ordinary into the extraordinary through a mesmerizing alchemy  
of nature's elements and human virtuosity.

For 260 years, Baccarat's craftsmen have melded excellence with passion to  
fulfill every crystal dream and inspire wonder.

This is how the name of a small town in eastern France, Baccarat, has over time  
becomed a symbol of celebration and French *art de vivre*.

# THE FIRE OF PASSION

## A GROUP OF DARING ARTISANS

Baccarat is the fruit of a group of daring artisans who have transformed, generation after generation, the four elements of nature – earth, air, fire and water – into crystal of unparalleled purity.

Through a meticulous choreography, Baccarat's magicians of fire turn materials into exceptional objects. There is an absolute complicity between them. Thus begins the journey through the workshops of the Manufacture, where each piece will be handled, refined, contemplated many times.

## A MANUFACTURE ANCHORED IN ITS BIRTHPLACE SINCE 1764

The Manufacture continues to operate on its original site in the small town of Baccarat, where it was founded in 1764. This innate connection to its origins fuels a forward-looking vision to push boundaries of excellence.

Perpetuated over time, this quest for the exceptional has resulted in Baccarat today totaling 50 different skillsets directly linked to the creation of crystal, 12 Meilleurs Ouvriers de France – the largest number in France – and 2 Chevaliers des Arts et des Lettres.

Driven by an enduring commitment to share its remarkable expertise with the talents of the future, the Manufacture also has an internal school where many Meilleurs Apprentis de France are trained each year.

## A PERPETUAL QUEST FOR INNOVATION

The ancestral techniques nevertheless evolve with the times. The first House to present chandelier elements in 1827, and colored pieces since 1839, Baccarat has always embodied craftsmanship at the helm of progress.

Driven by this culture of innovation, the artisans of Baccarat have never ceased to push the boundaries of their art, supported by a team of in-house researchers.

## GOLDEN RED, THE HOUSE SIGNATURE

In 1843, the palette of colors was enriched by the famous Baccarat golden red, the outcome of progressively fusing clear crystal and 24-carat gold powder at an exact temperature of 540°C degrees. The quintessence of Baccarat alchemy, golden red is the signature of the House's most dazzling pieces. Each Baccarat chandelier is adorned with a red tassel, the ultimate signature of a unique light.



# THE ASCENSION

## THE FIRST ROYAL ORDERS

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 Manufacture in Lorraine, welcomed King Charles X and gifted him a carafe before creating a glass service in his honor. In 1840, the ceremonial chalice fashioned for the King of the French, Louis-Philippe, anchored Baccarat at the pinnacle of illustrious French art de vivre.

## THE WORLD FAIRS

In 1855, for the first World Fair in Paris, Baccarat unveiled its unique craftsmanship with its extraordinary candelabras and chandeliers, transported from the Manufacture by horse-drawn carriage. Exhibited to the delight of fascinated visitors, Baccarat’s dazzling creations have made the exceptional a reality.

Years later, by crafting a monumental fountain, a temple in homage to the god Mercury or an epic crystal ship, Baccarat continued to elicit surprise, and garner numerous medals at each major national and international Exhibition.



Louis XVIII Service, the first royal commission received by Baccarat. Glass created in 1840 for King Louis-Philippe, which inspired the iconic Harcourt glass.

In 1867, Emperor Napoleon III awarded the Grand Prize of the second Paris World Fair to the Baccarat Manufacture. Among the pieces exhibited, a pair of clear crystal vases lined with ruby red crystal stood out, adorned with antique-inspired decorations. Wheel-engraved over two years by master engraver Jean-Baptiste Simon, this masterpiece earned him the rare privilege of signing his work.



Portrait of Maharaja of Indore, Yeshwant  
Rao Holkar II by Bernard Boutet de  
Monvel (1929)

Paraison Service, designed by Georges  
Chevalier in 1931, commissioned by the  
Maharaja of Indore in 1933, earned him the  
rare privilege of signing his work.

With a pioneering spirit, Baccarat has sent its ambassadors beyond the borders of France from the beginning of the 19th century. The strength of Baccarat lies in its openness to new cultures and influences that in turn enhance its creativity. From the furniture made for the Maharajahs of India to the majestic Tsar chandelier created for Nicholas II, from the impressive collection of lighting fixtures for the Dolmabahçe Palace in Istanbul to the refined creations for the Japanese imperial court, Baccarat has cast its light upon the globe.

# PUSHING BOUNDARIES

## BACCARAT AND INDIA, A MUTUAL FASCINATION

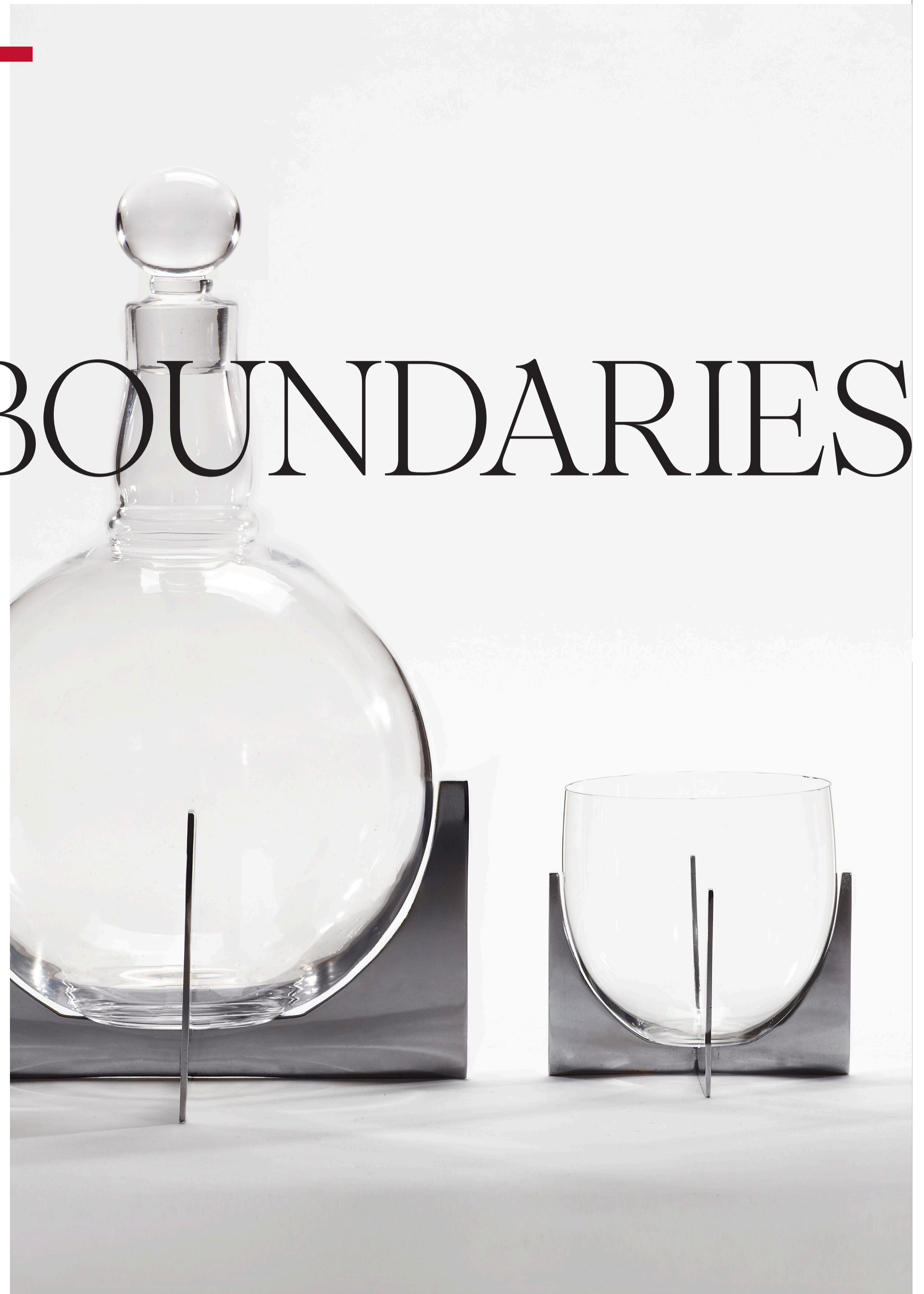
Baccarat's longstanding bond with India also dates back to the 19th century, when it opened its retail branch in Bombay in 1886. Over the years, the Maison has impassioned Indian royalty with prestigious commissions from the Maharajas of Kapurthala, Bikaner, Indore, and Baroda, who were seduced by the boldness and beauty of Baccarat's masterpieces. They adorned their palaces with Baccarat crystal services, furnishings, decorative pieces and glassware.

Fascination has been mutual, as Indian culture spurred the creation of pieces such as the Ferrières furniture collection and the majestic Elephant Liquor Cabinet – presented at the 1878 Paris World Fair.

## THE GREATS OF THE WORLD

A living symbol of memorable celebrations and moments of everyday happiness, Baccarat has, for over 260 years, astonished and enchanted, attracting rising stars and timeless icons alike.

From Josephine Baker to the Princess of Monaco, Marilyn Monroe to Karl Lagerfeld, and Kris Jenner to Gigi Hadid, Baccarat has always captured the spirit of the times, seducing personalities, artists and lovers of life in every era.



# BOLD CREATIVITY

## A CAPTIVATING UNIVERSE

Drawing on over 260 years of heritage, Baccarat continues to shape the *art de vivre* of tomorrow with creations that harmoniously blend craftsmanship and innovation. Constantly reinventing itself, the Maison stands at the forefront of style, exploring new forms of expression across lighting, barware, fragrance, and beyond.

From the iconic Harcourt glass to the majestic Zénith chandelier, Baccarat's creations have transcended time while remaining strikingly modern. Glass, vase, sculpture or chandelier, every creation diffuses a distinctive energy. Radiating elegance and emotion, they speak to lovers of life and seekers of beauty, transforming ordinary moments into unforgettable celebrations.

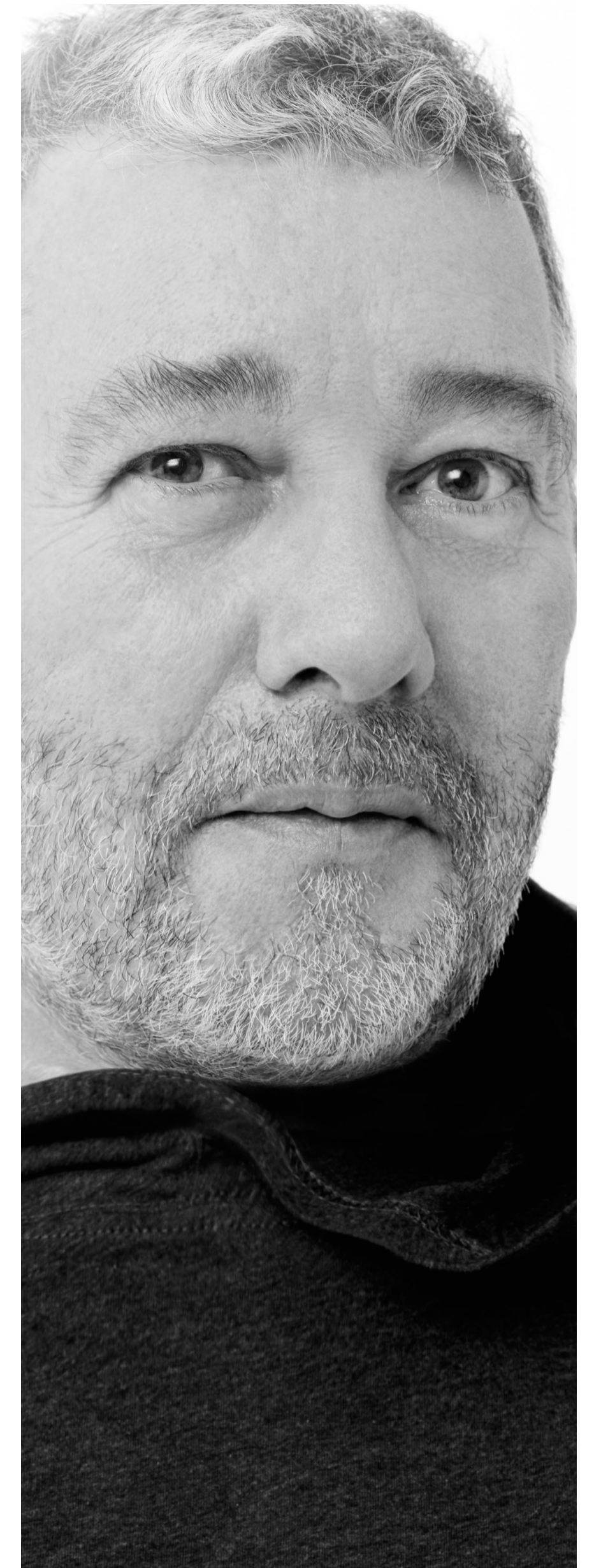
Today, Baccarat is boldly entering a new creative chapter. Through a daring expansion of its universe, the Maison reimagines its iconic symbols and explores new materials—lacquer, leather, porcelain, and wood.

Rooted in heritage yet resolutely forward-looking, Baccarat continues to illuminate the present while shaping a radiant future.

## THE ARTISTS AND BACCARAT

Baccarat's creative universe is constantly reimagined through collaborations with visionary designers and artists who honor the Maison's legacy, boldly exploring new creative frontiers.

Over the decades, iconic figures such as Salvador Dalí, Ettore Sottsass, Philippe Starck, Jaime Hayon, Marcel Wanders, and Virgil Abloh have shared their unique perspectives to Baccarat, each bringing a distinct artistic take, challenging conventions and often pushing the very limits of the material. These four-handed dialogues between artist and artisan give rise to original, soulful creations that celebrate both imagination and the Maison's timeless craftsmanship.



Black Zénith Chandelier, 24 Lights, a bold reinterpretation by Philippe Starck.  
Louxor decanter, designed by Thomas Bastide. Portrait of Philippe Starck by Jean-Baptiste Mondino.



# ILLUMINATING THE WORLD

## THE ART OF CELEBRATION

Bold and visionary, the Maison continues to develop new hospitality concepts across the globe. From Paris to Tokyo, New York to Hong Kong, the unique Baccarat art de vivre is brought to life in its Maisons, boutiques, restaurants, hotels, and bars.

Among these emblematic destinations are the Baccarat Hotel in New York, the Cristal Room by Anne-Sophie Pic in Hong Kong, the B Bars in Japan, and the Maison Baccarat in Paris, reimagined with Alain Ducasse. These exceptional settings are showcases of unique experiences—places where art, craftsmanship, emotion, and unexpected encounters unfold.

## A GLOBAL PRESENCE ROOTED IN EXCELLENCE

With over 700 carefully selected points of sale worldwide, the Maison has established a distribution network that brings the brilliance of crystal to every corner of the globe.

In Asia, the Maison is represented in key cities such as Hong Kong, Seoul and Shanghai, and also in the Middle East, in Dubai — where its savoir-faire appeals to a discerning and design-conscious clientele. Japan, the Maison's leading market, remains a cornerstone in this international presence. In Europe, Baccarat is found in major capitals, with its iconic Parisian Maison and its showcase at Harrods in London, standing out as one of the House's most prestigious destinations.

Baccarat has been active in the United States since 1948 and will reinforce its long-standing relationship with the opening of a new flagship boutique in New York's Meatpacking District in 2025.

Looking ahead, Baccarat continues its international development with the opening of a new chapter in India, furthering its global story with boldness and vision.

Tuzla Chandelier 157 Lights, originally created for the 1855 Paris World's Fair. A masterpiece of monumental proportions: 3.6 meters high, 2.55 meters in diameter



# LIFE IS BETTER WITH BACCARAT

A symbol of moments shared for over 260 years, Baccarat is an invitation to embrace unique experiences and beauty in all its forms.



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