

Baccarat









THE BACCARAT HOTEL NEW YORK IS A **LUXURY HOTEL** THAT BLENDS **PARISIAN ELEGANCE** WITH **MODERN DESIGN**, INSPIRED BY THE ICONIC FRENCH CRYSTAL BRAND. KNOWN FOR ITS OPULENT INTERIORS, CRYSTAL ACCENTS, AND REFINED ATMOSPHERE, IT OFFERS AN IMMERSIVE, HIGH-END EXPERIENCE IN THE HEART OF MANHATTAN





SPA DE LA MER — THE FIRST DEDICATED LA MER SPA IN THE - U.S.HEATED INDOOR **POOL** WITH A SERENE, ALMOST CINEMATIC ATMOSPHERE AND **CABANA-STYLE LOUNGERS**.
24-HOUR FITNESS CENTER AND WELLNESS AMENITIES.

Swot

• Strong brand identity • Prestigious Location • Luxury Amentites	• Expansion of brand presence • Enhanced Experience offerings • Loyalty Programs
• High Price Point • Limited Food • Room Upkeep Issues	• Intense Competition • Reputation Risks from Reviews

PRIMARY AUDIENCE

High-Net-Worth
Individuals with high disposable income who invest in luxury as a reflection of status and taste

Collectors
Purchase crystal pieces for milestone events and as collectible design objects.

Craftsmanship
They value history, artistry, and authenticity - Baccarat’s legacy

Secondary Audience
Younger luxury consumers (late 20s–30s) who engage through smaller items, experiences













SOFT, AMBIENT LIGHTING

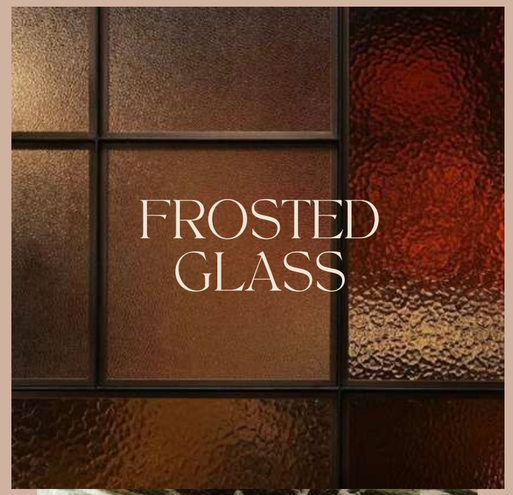
RICH MATERIAL CONTRAST

FRAMED PRODUCT

THEATRICAL SPATIAL FRAMING


VELVET



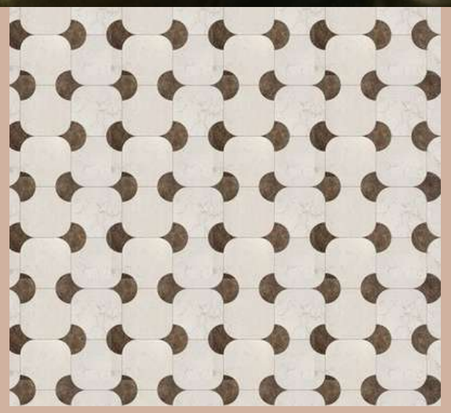

FROSTED
GLASS



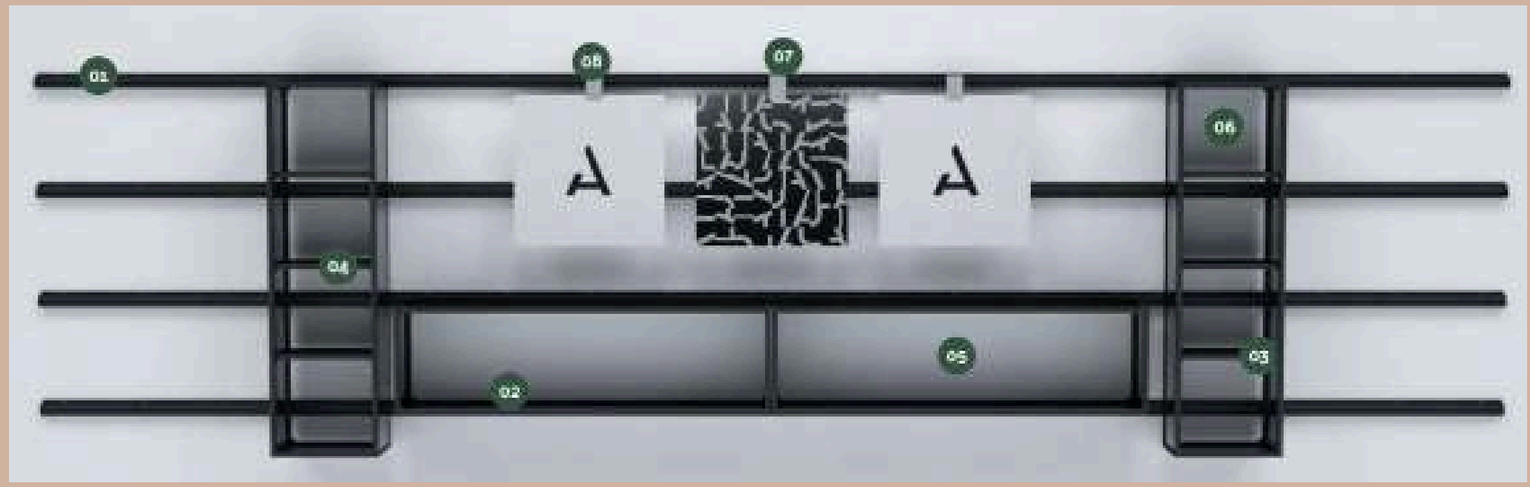

FABRIC




TUFTED
LEATHER



ALU



KIT ONE

SUGGESTED FOR: APPAREL, ACCESSORIES,

085000 - Stider Rail 48° • page 200

085005 • Suder Cavinet Double Di 1" • ogge 21%

085086 • Cabinet Shalf Holdar (Set 0f 5) • page 212

085305 • Cab Reg/Dbl Shelf 11*D - page 217

085206 • Cabinet Double Panel 11°D. (Set Of 2) • page 215

085205 • Cabinet Reg/Dbl Side Panel 11'D. (Set 0f 2) - page 215



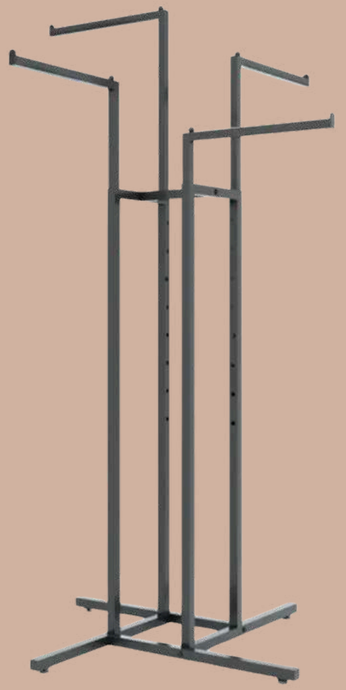
T Stand



Nesting Table



Ballet Rack



4 Way Stand



Tableware: cups, bowls

Self care: bathropes, slippers

Home decor: candles, vaces, glasses

Self care: bathropes, slippers

Entertainment: wine, games, barkit

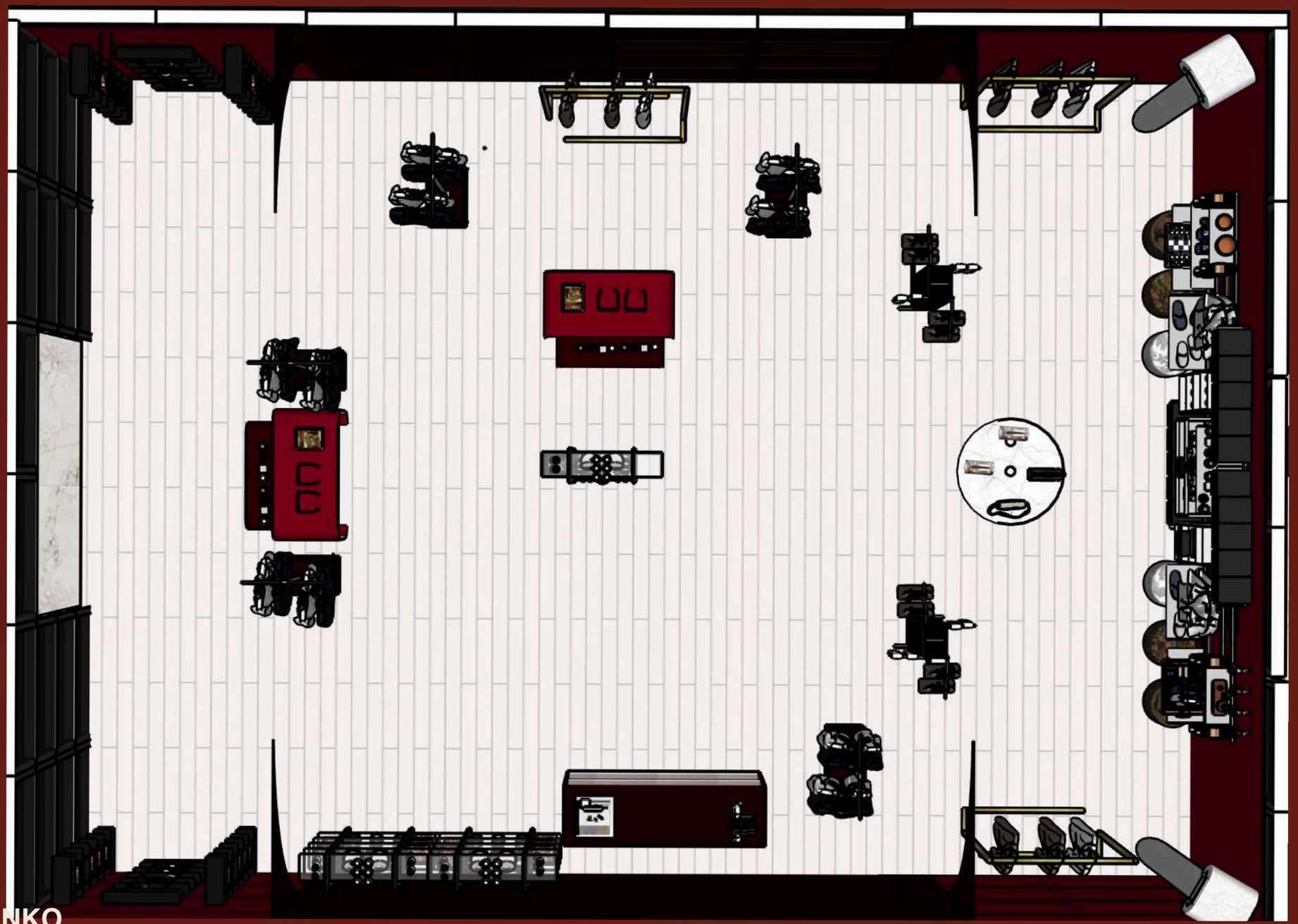
FLOOR PLAN

16\03\2026



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ANNA GRICHANENKO






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