

Baccarat



CANNABIS LUXURY

Baccarat Cannabis, next everyday luxury.

WHY CANNABIS?



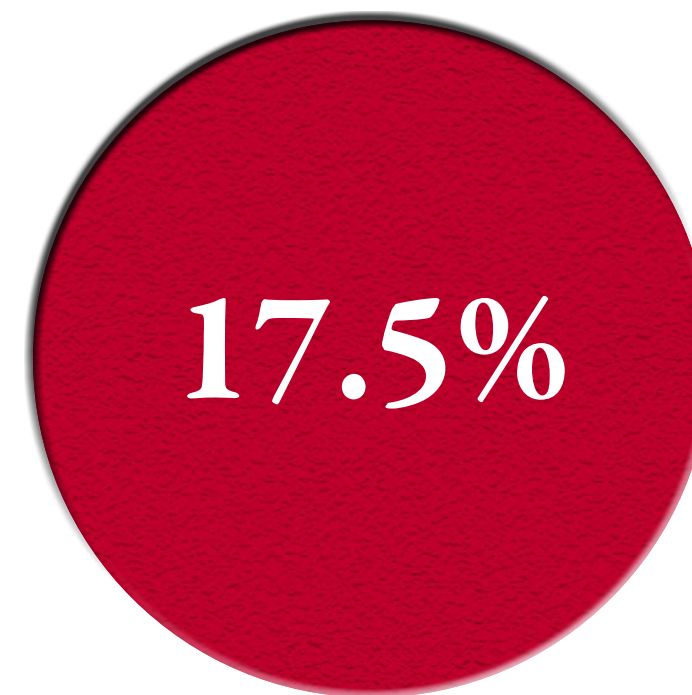
STIGMA CHANGING

- Luxury department store opened a cannabis lifestyle shop in its Beverly Hills location in March 2019.



GROWING MARKET

- Cannabis consumer is constant growing within the past years.
- COVID has boosted the sales of recreational marijuana.
- More people started to support cannabis legalization.



In 2019, 17.5 percent of the population used cannabis within the past year.



On March 16, 2020, sales of recreational marijuana in California increased around 159 percent compared to the same day in 2019



In 2018, two-thirds of adult Americans believed cannabis should be made legal in the United States.

Back in 2003, only about a third of Americans were in favor of legalization.

LUXURY LIFESTYLE

- New businesses recognized the opportunity and aim to provide a luxury lifestyle for cannabis consumer.
- Including branding, smoking accessories, gadgets, edibles, etc...




DEVAMBEZ
PARIS



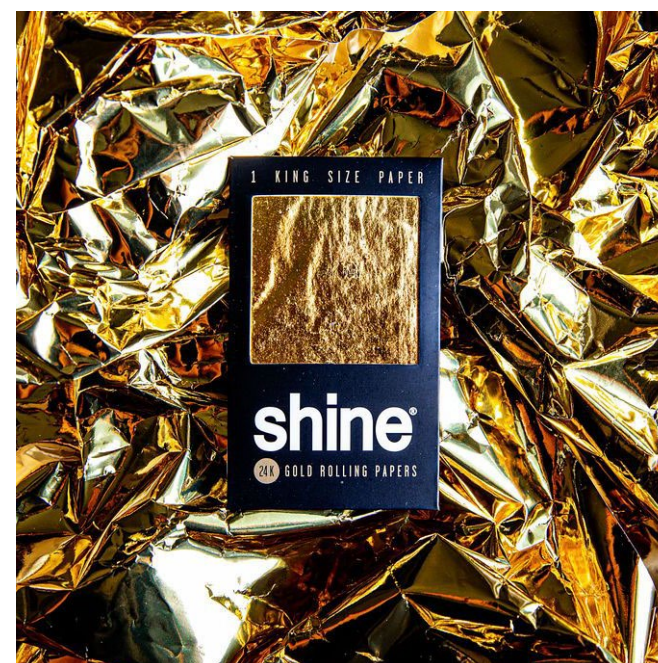
 ROGUE PAQ



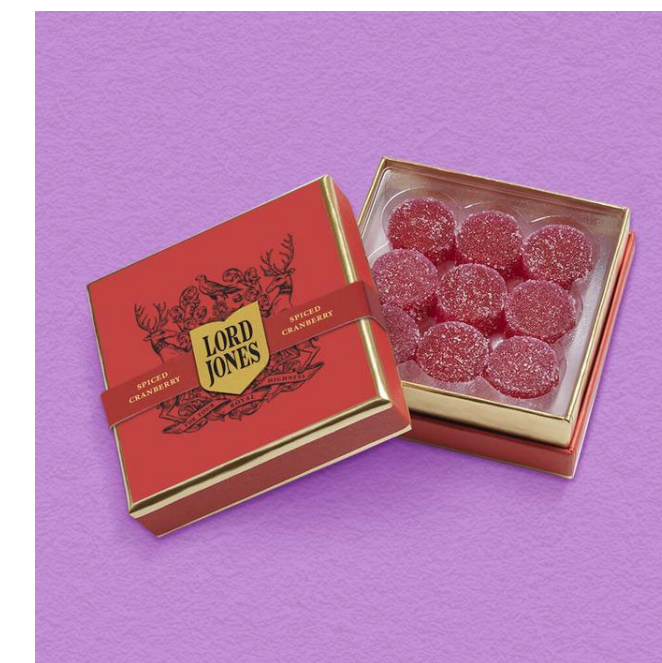
Good Art
HLYWD



JONATHAN ADLER



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WHY
BACCARAT?



HERITAGE MEETS MODERN

- Classic luxury can belong in the modern luxury experience.
- Baccarat is evolving same as the cannabis industry and culture.



EVERYDAY LUXURY

- Turning luxury consumer goods to an everyday lifestyle, overcoming the historic mindset of crystal goods are only used on holidays.
- Cannabis accessories are used everyday for many people and will be more in the future.

"We want our customers to know:
Baccarat is meant to be used every day!"
- Jim Shreve -



CONCEPT DEVELOPMENT

Thought behind the concept.



MARK SIMON | 42

- Single
- Entrepreneur, Professional, Investor
- Baccarat consumer
- Love beautiful objects
- Pursue quality lifestyle



SELF REWARD

- Similar to why people would buy a nice set of whiskey drink ware.
- Not for showing off but for your self-satisfaction.



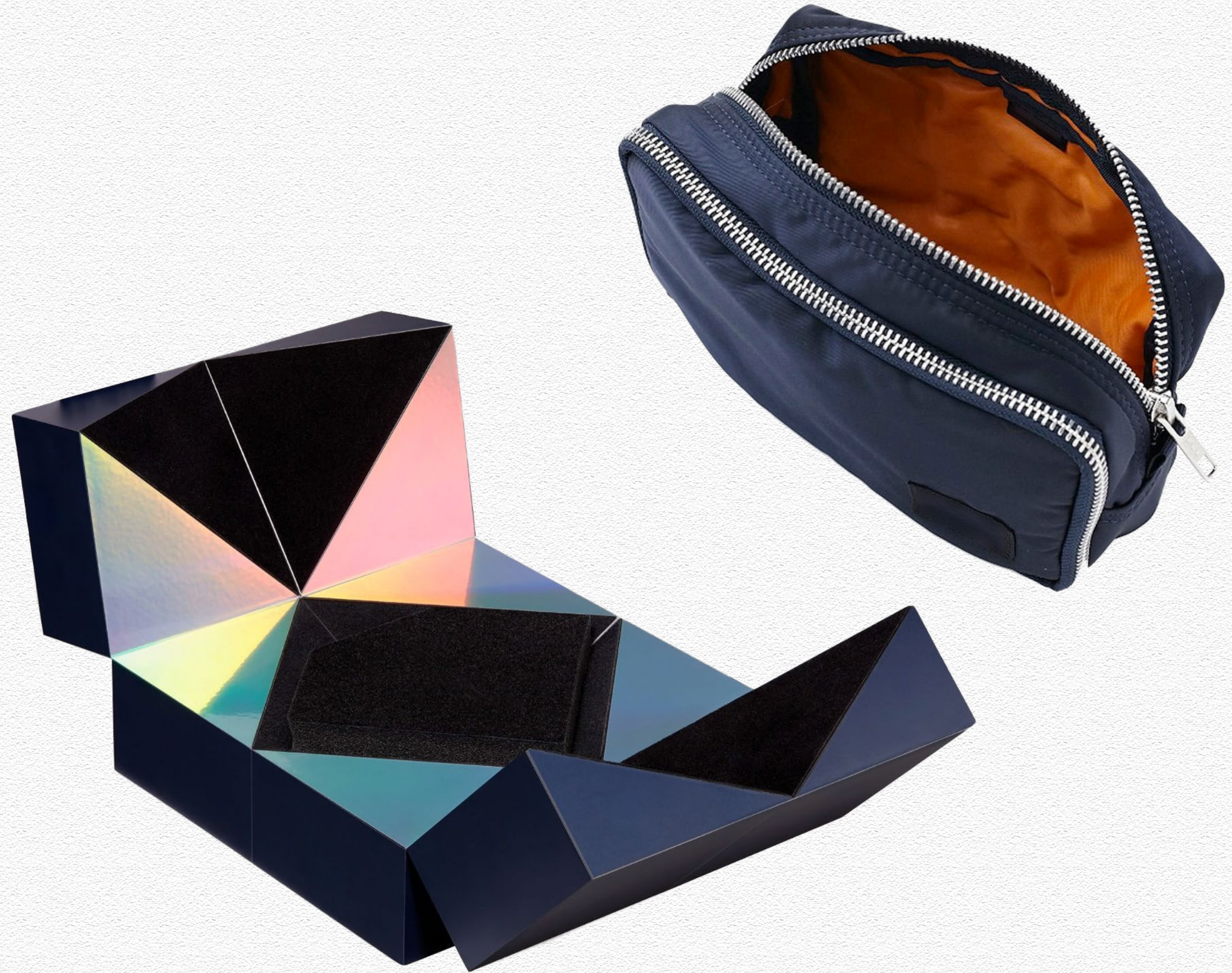
PRIVATE MOMENT

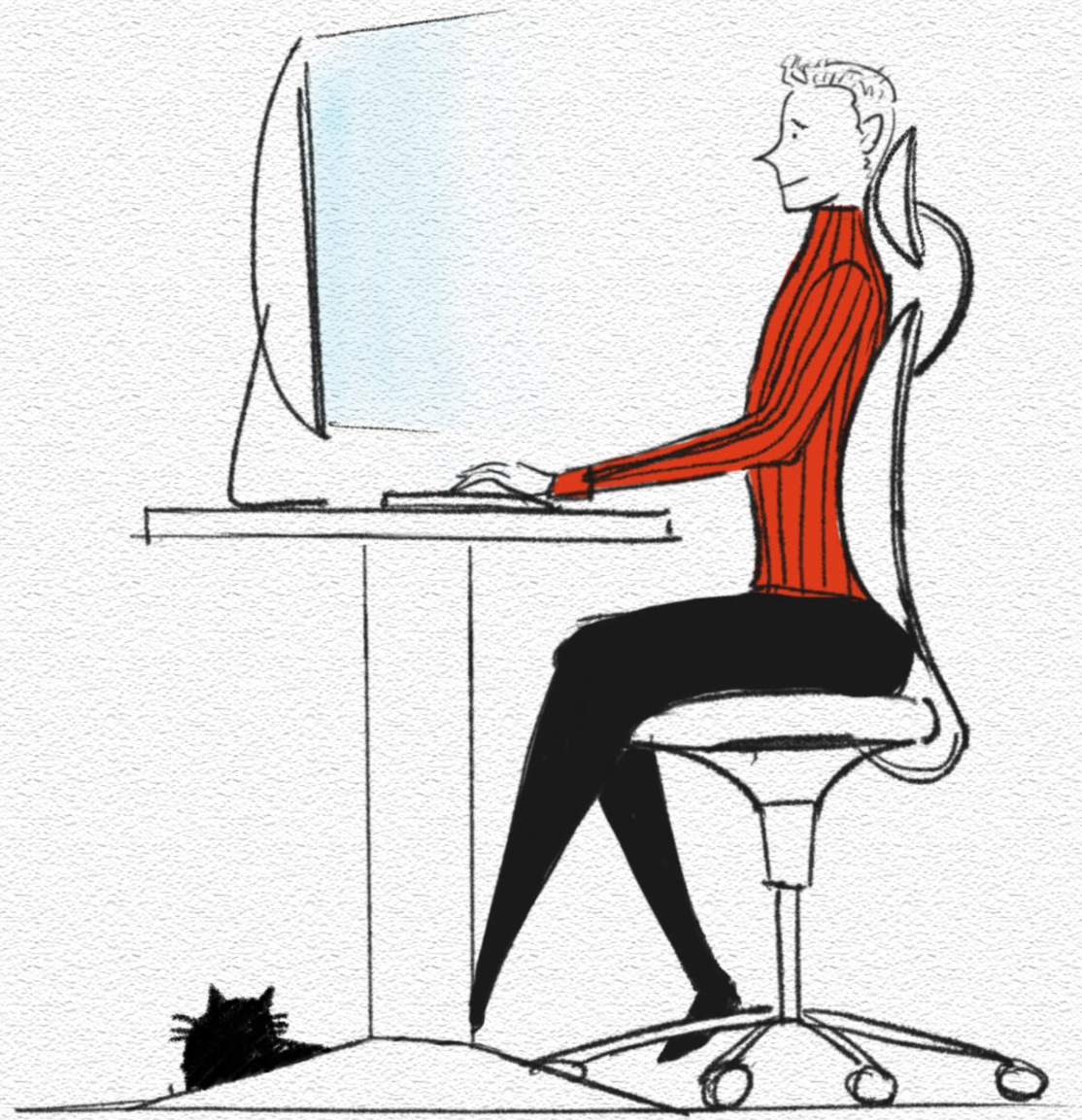
- Cannabis for a lot of users is about self-healthiness.
- The time you relax and enjoy a really securer moment by yourself or with your close ones.



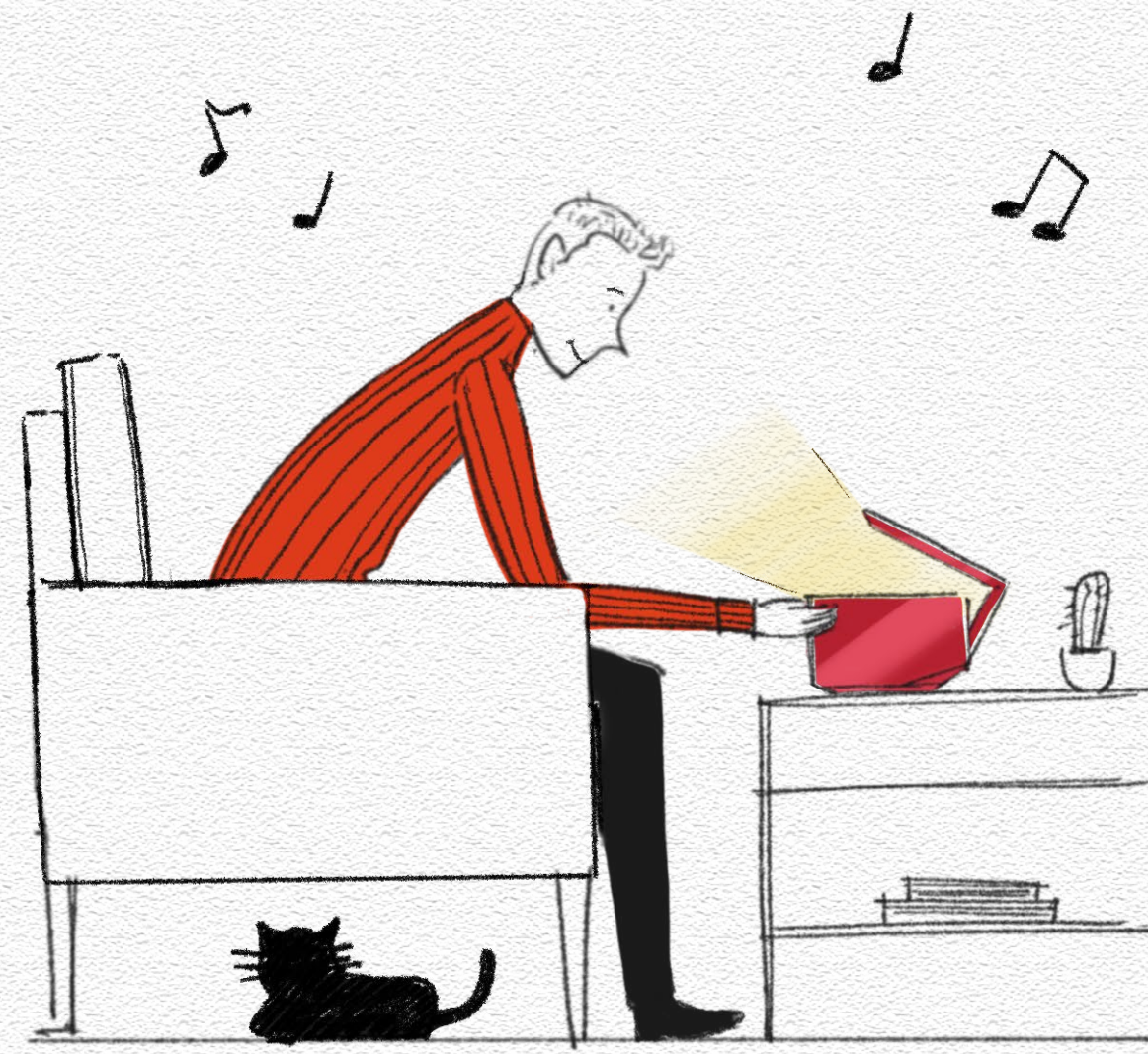
CONTRAST

- Calm and quiet on the exterior
- Surprise when opened





After a long day of work... Mark feels tired and just wants to call it a day.



He sits on his sofa and turned on a relaxing music. He opens his Baccarat Cannabis set and starts rolling a joint.



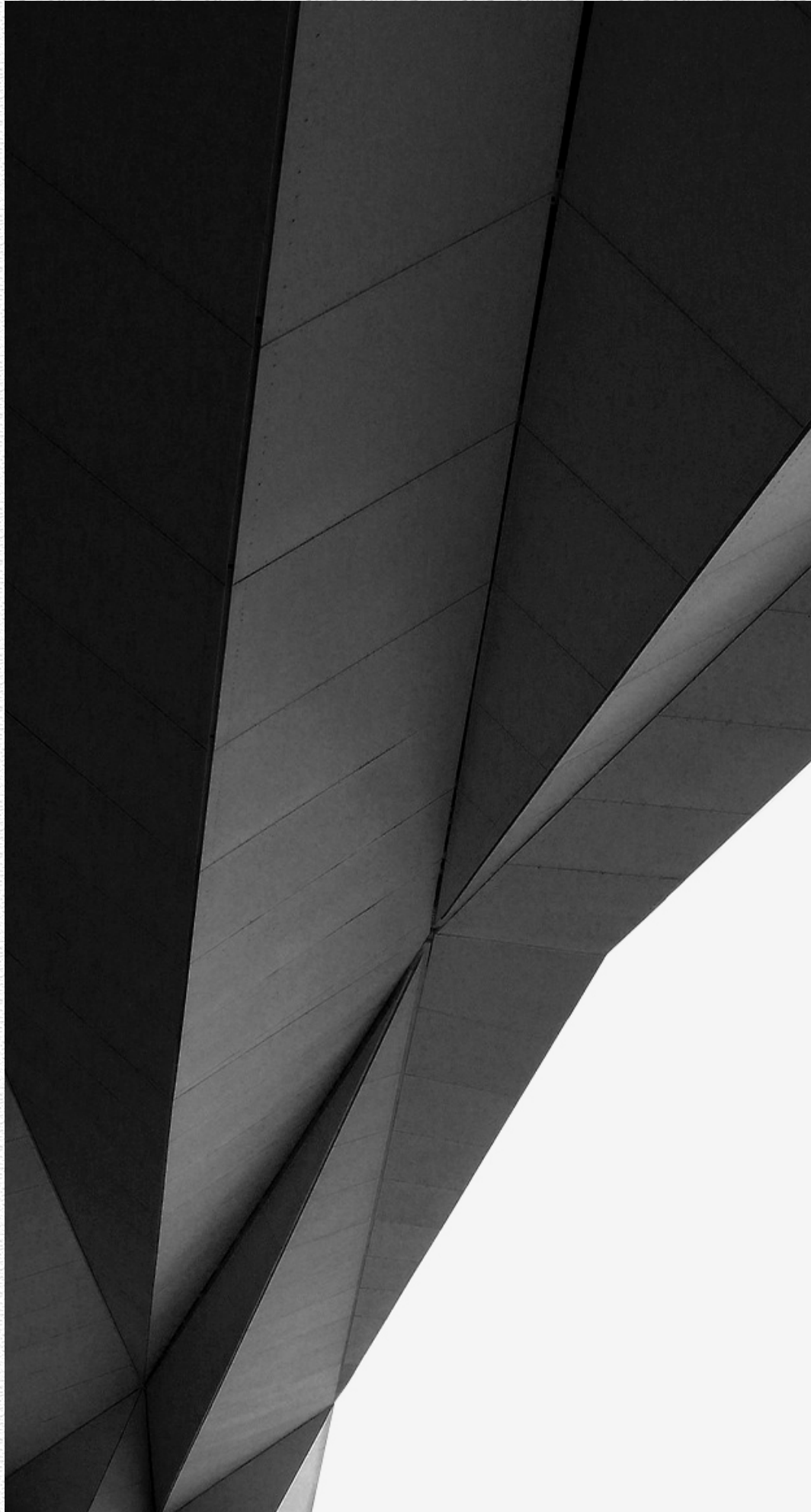
After smoking, he just laid-back and enjoying the moment of calmness.

SEDATE PRIDE

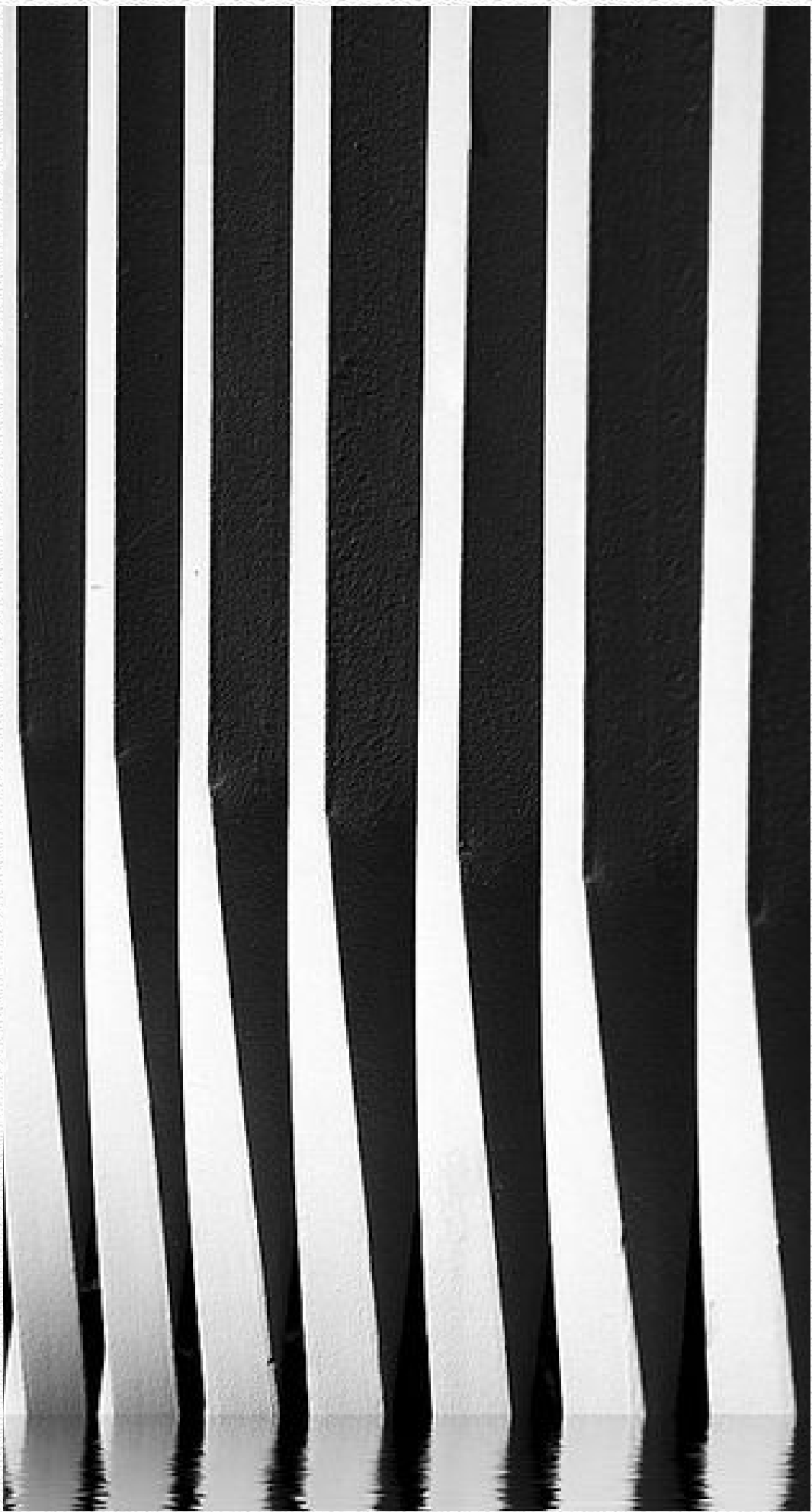
- Simplify current form language
- Maintain the explicit faceted surfaces
- Subtle curvature for softness



FORM | **BOLD**



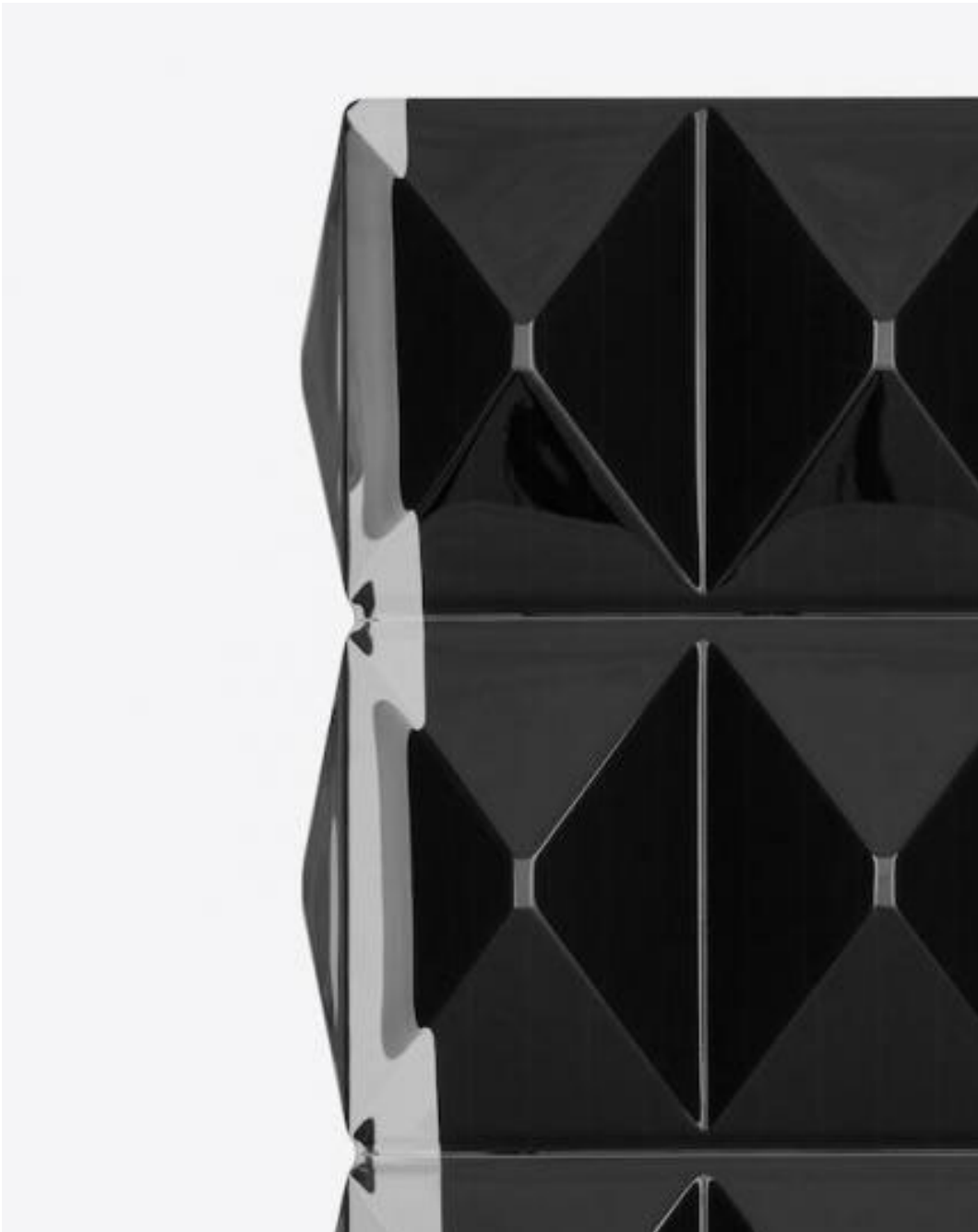
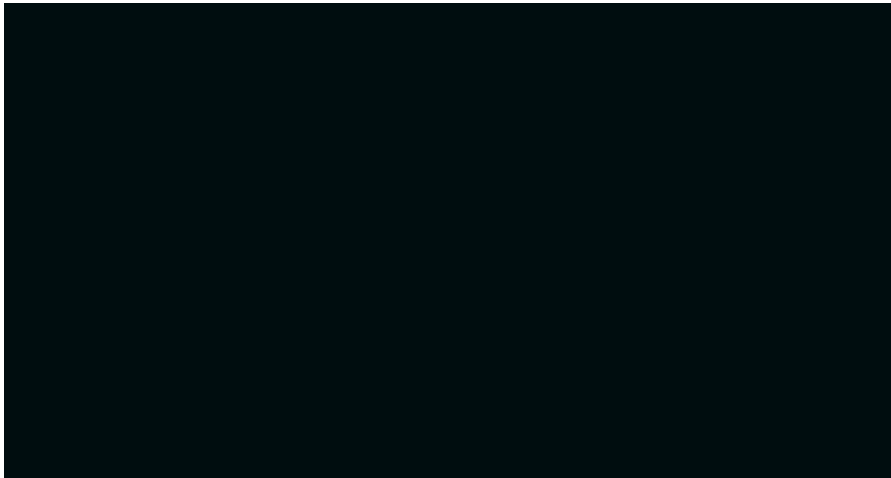
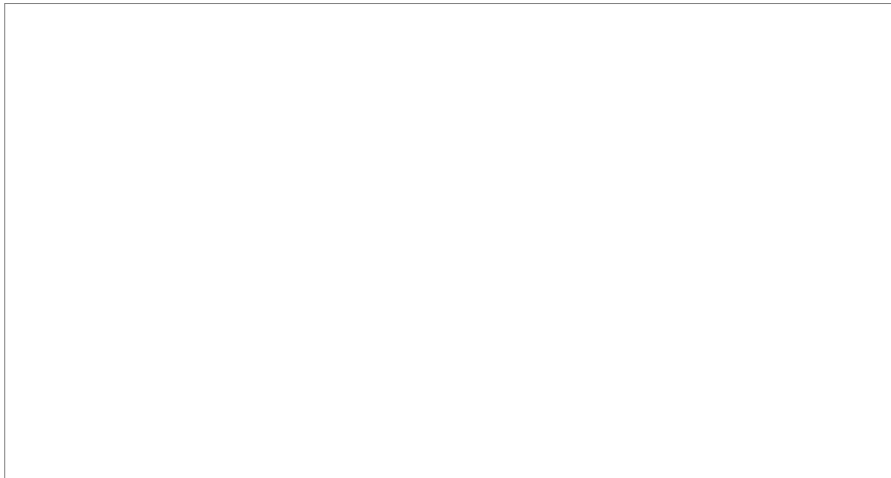
SURFACE | **EXPLICIT**



DETAIL | **SUBTLE**

CMF

- **COLOR**
Natural crystal, Black, Baccarat Red
- **MATERIAL**
Crystal, Silver, Gold
- **FINISHING**
Laser engraving



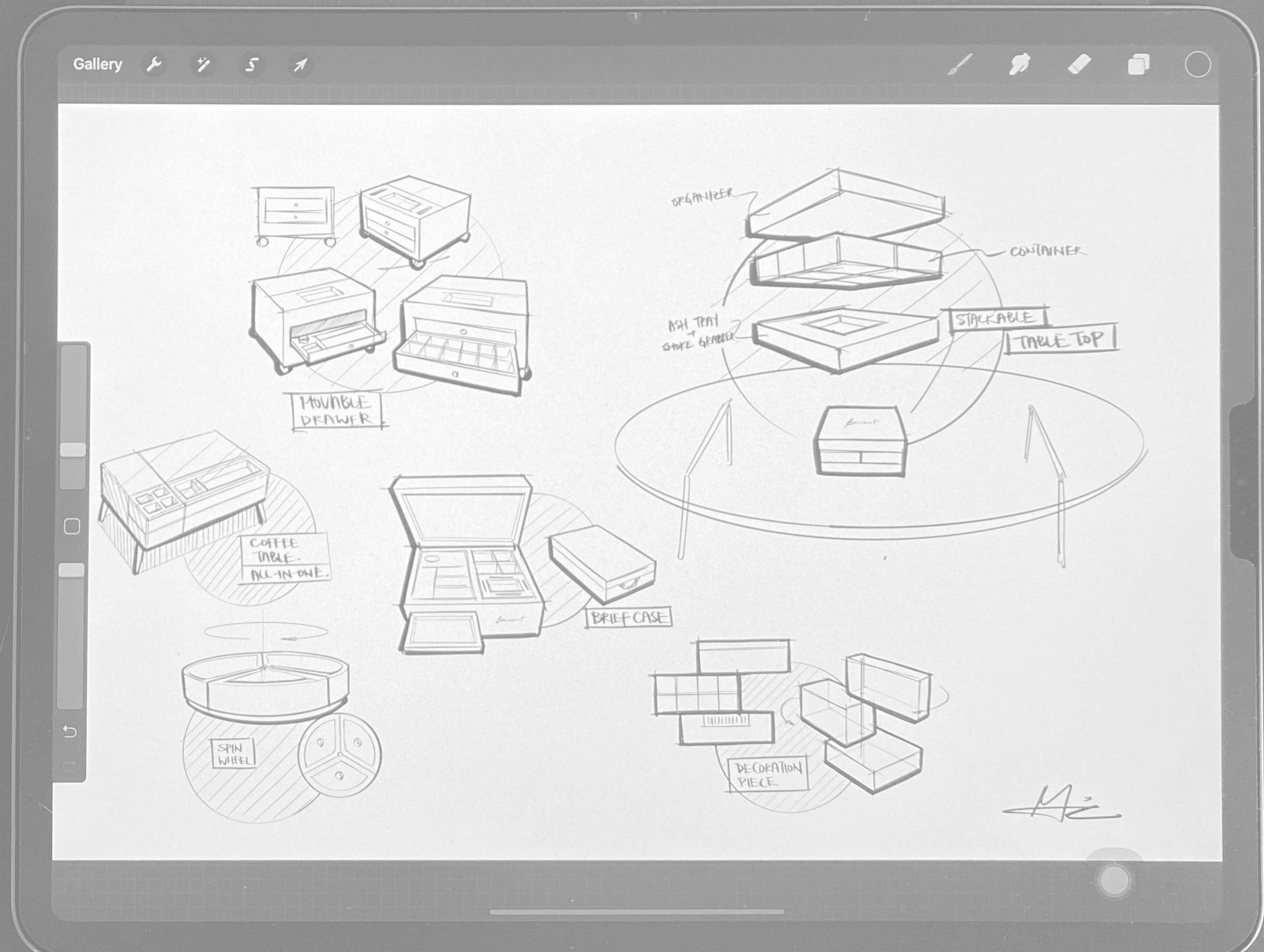
DESIGN PROCESS

- Function ideation
- Mock-up
- Design iteration
- Form and surface development
- Detail refinement

PD5

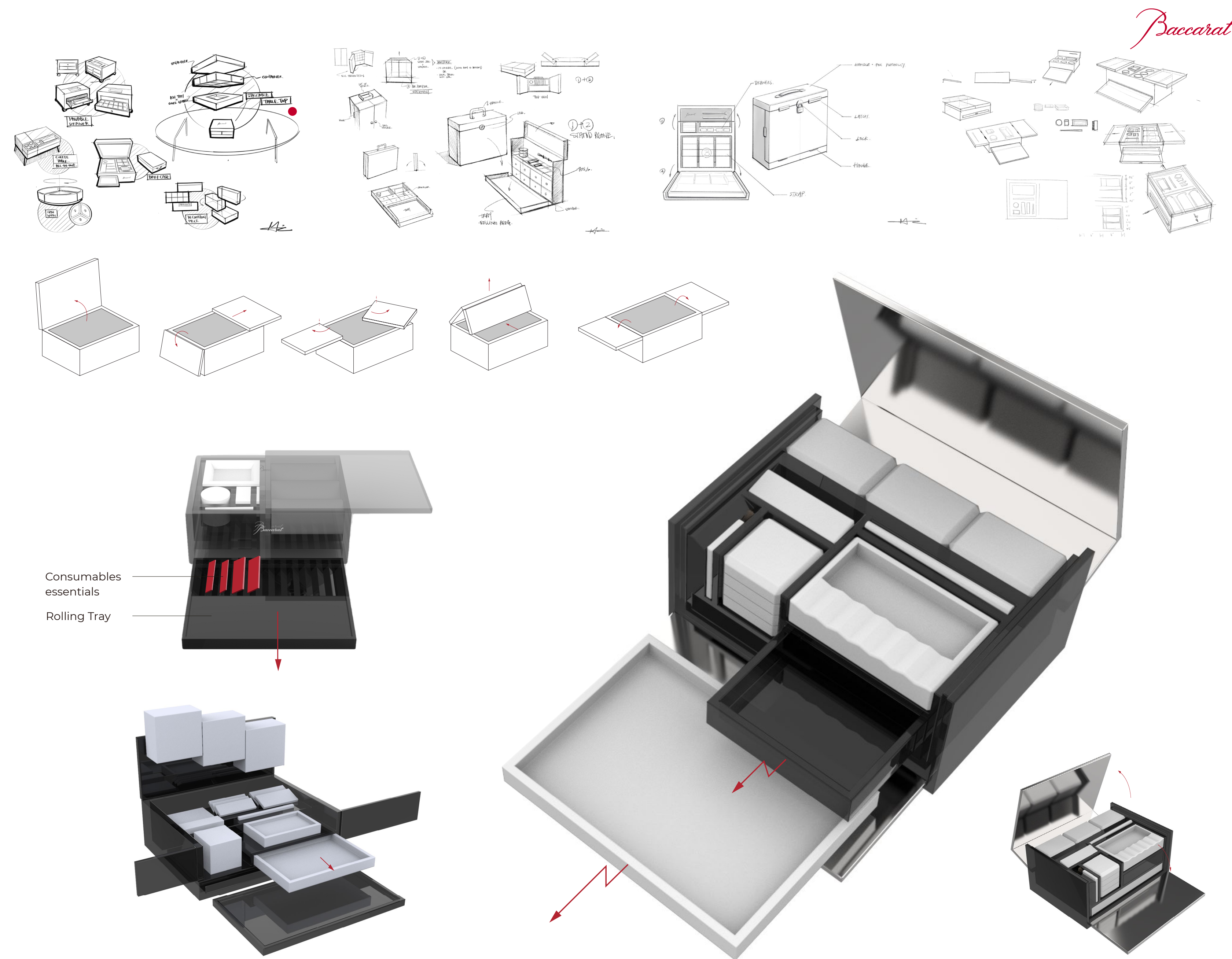
FALL
2020

AK



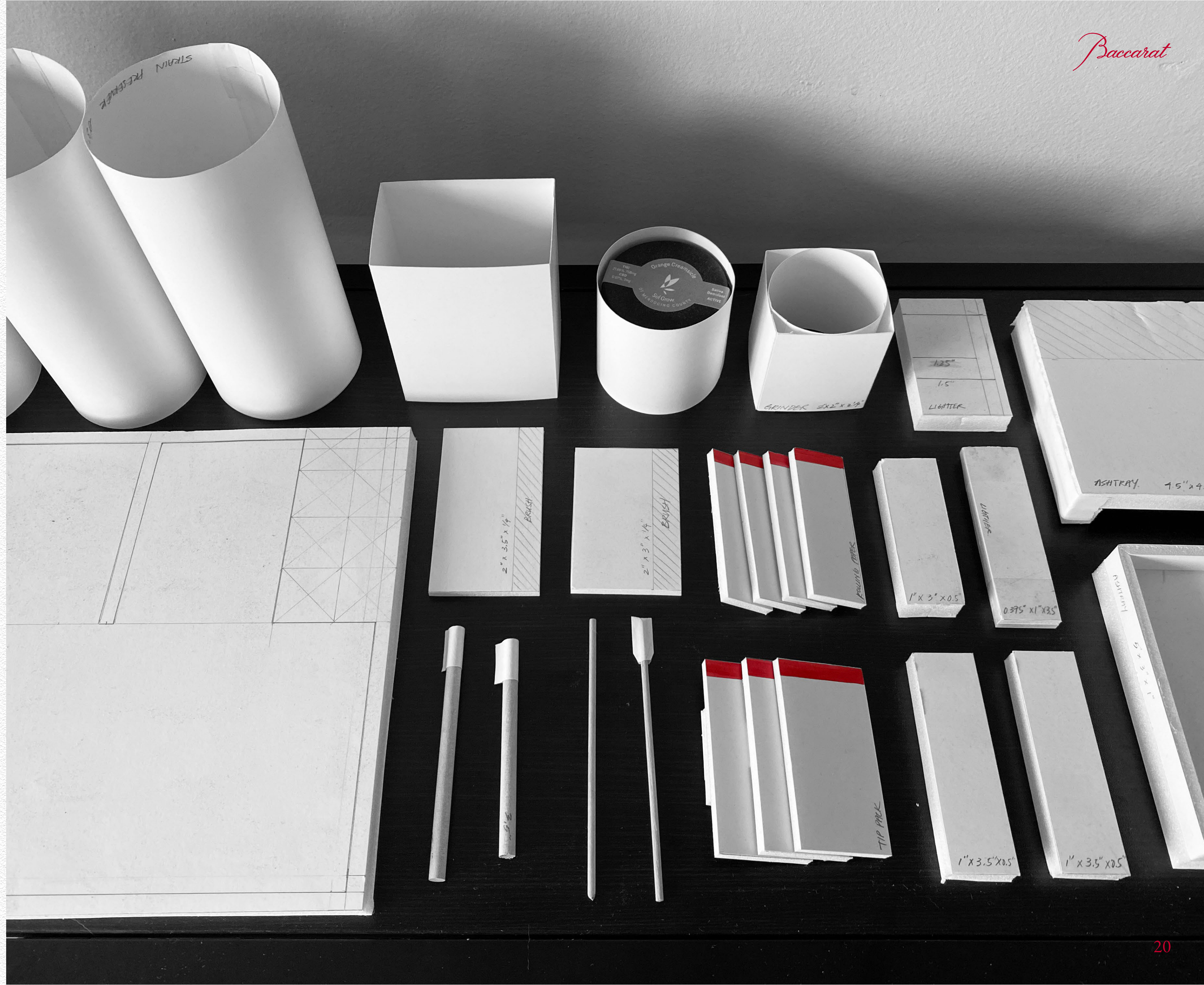
FUNCTIONAL IDEATION

- Interior inspired by LV trunk case
- Low profile inspired by cigar case



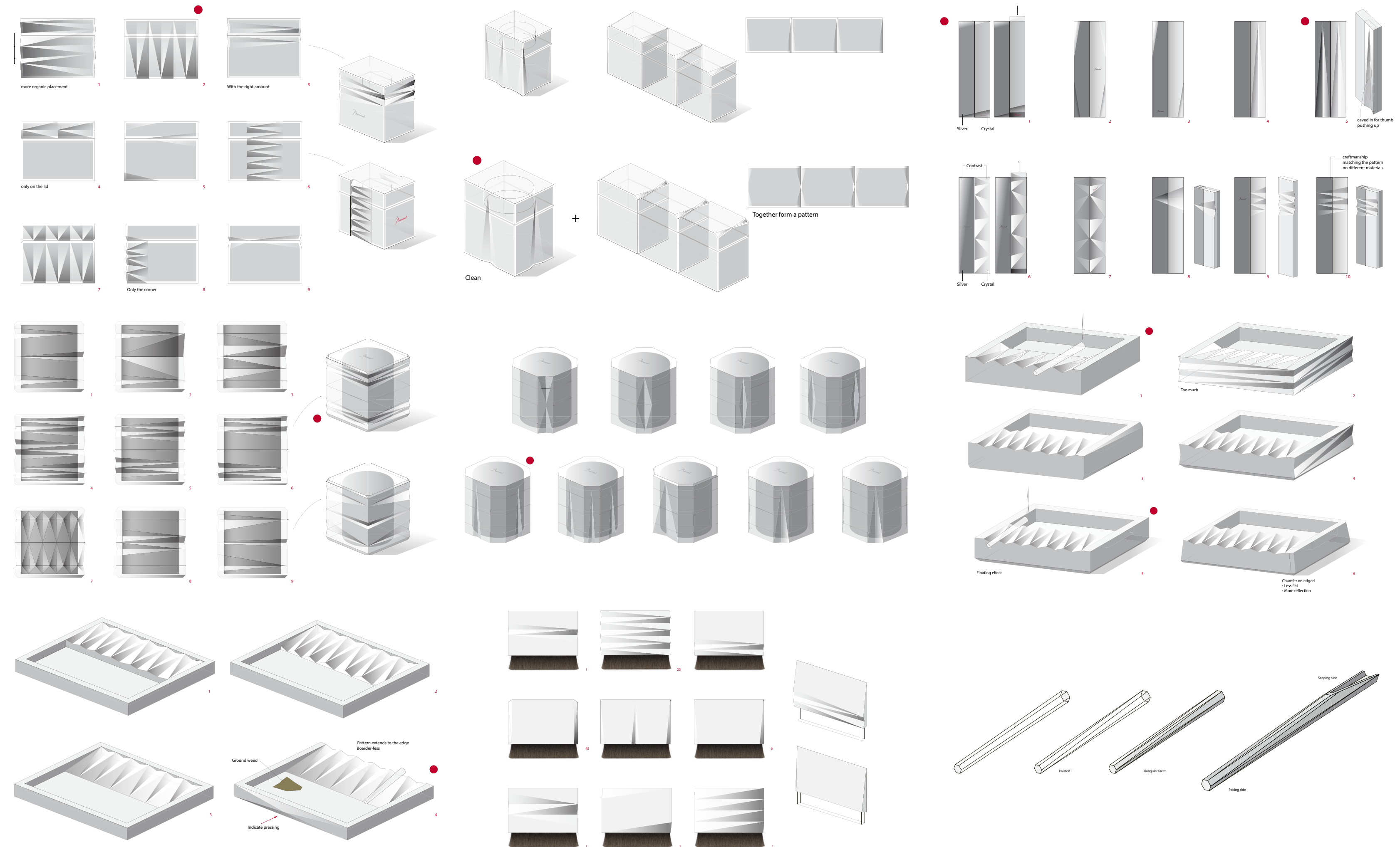
SCALE MOCK-UPS

- 1:1 scale mock-ups
- Understanding the size and interaction



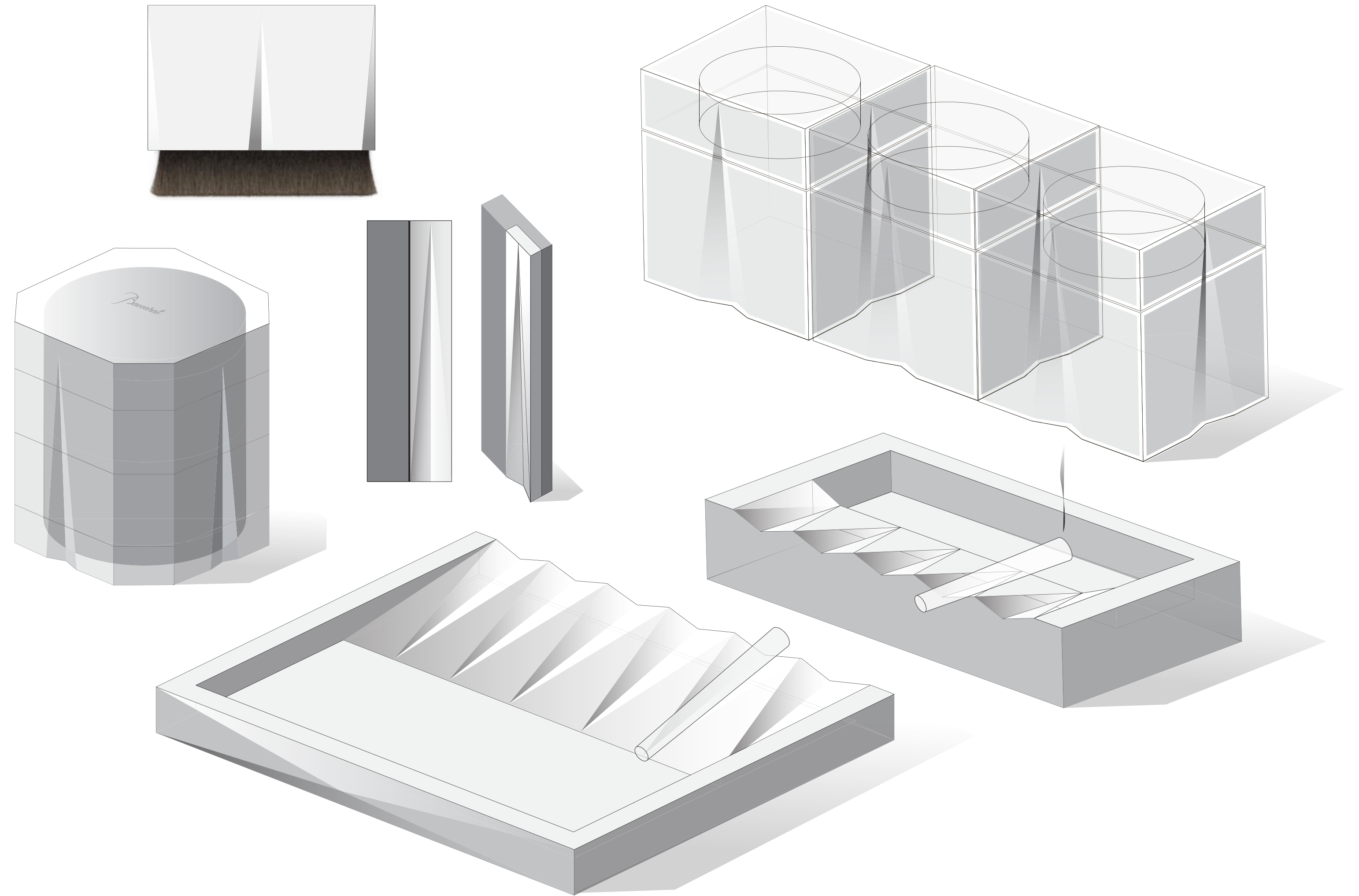
DESIGN ITERATIONS

- Applying design language
- Looking at the cohesiveness among all the products.



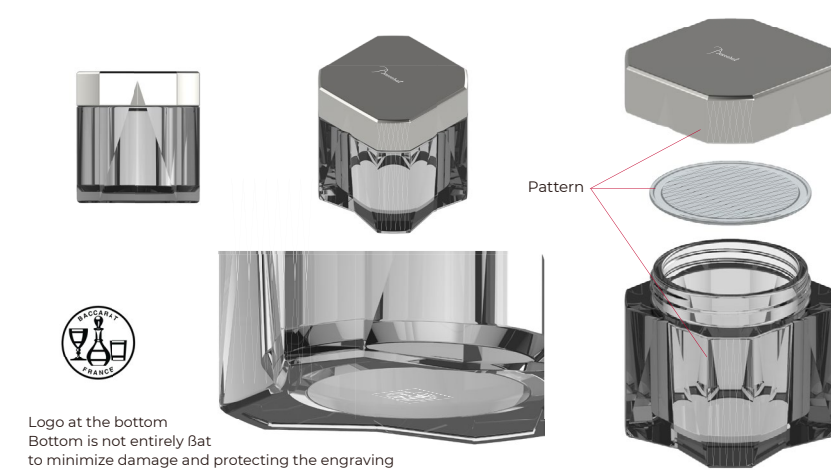
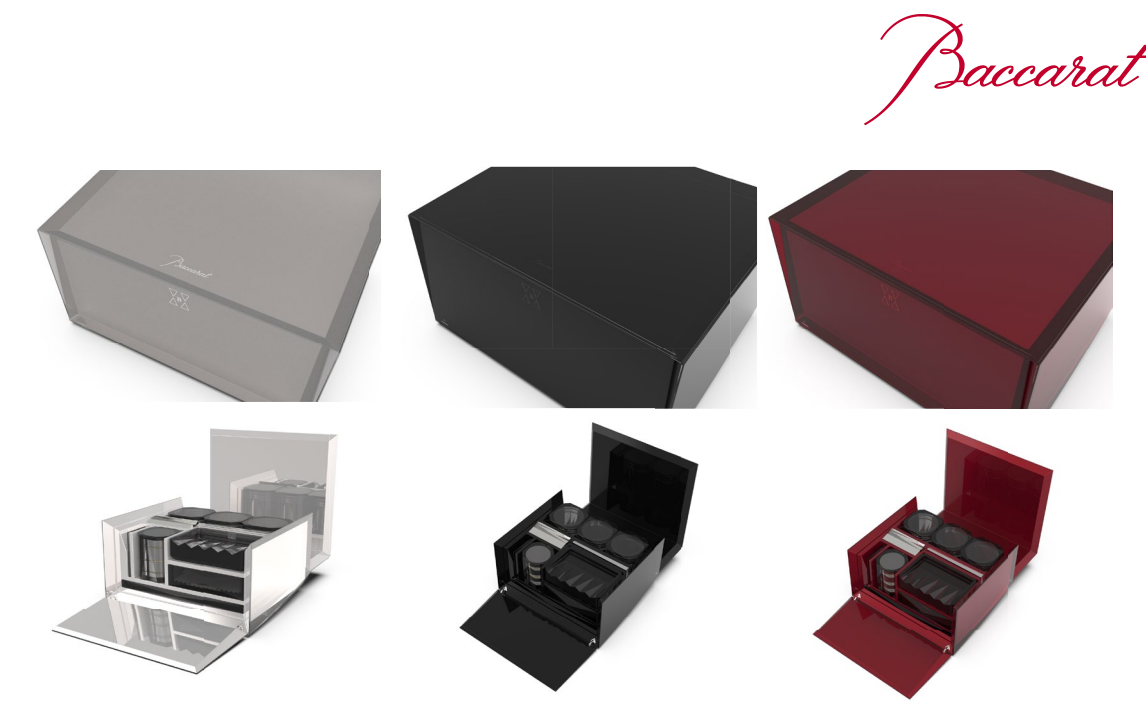
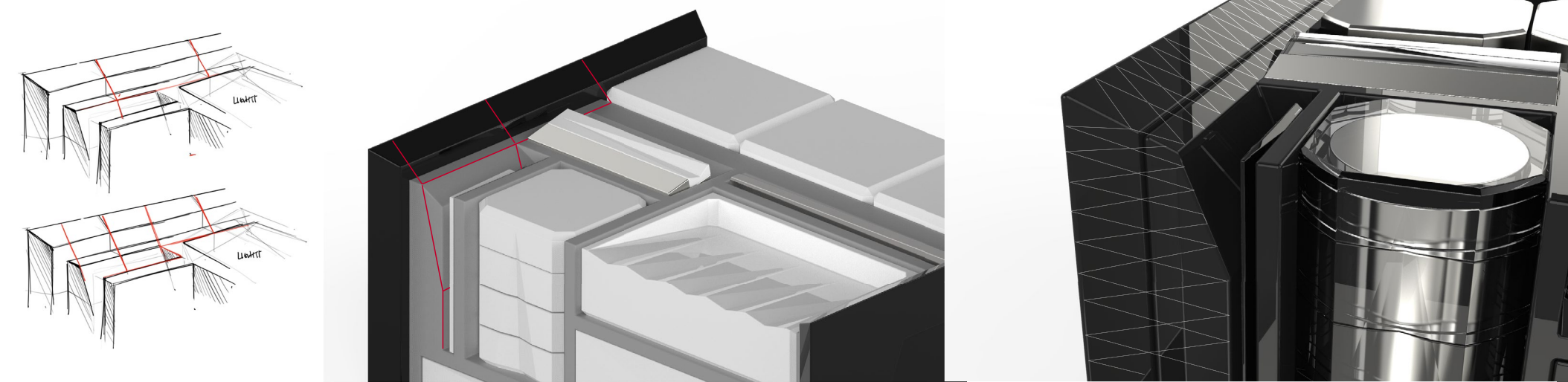
FINAL DIRECTION

- Simple and clean
- Consistent design DNA
- Strong visual identity



DETAIL REFINEMENT

- Refining CAD models
- Hardware and Detail placement
- Branding
- CMF



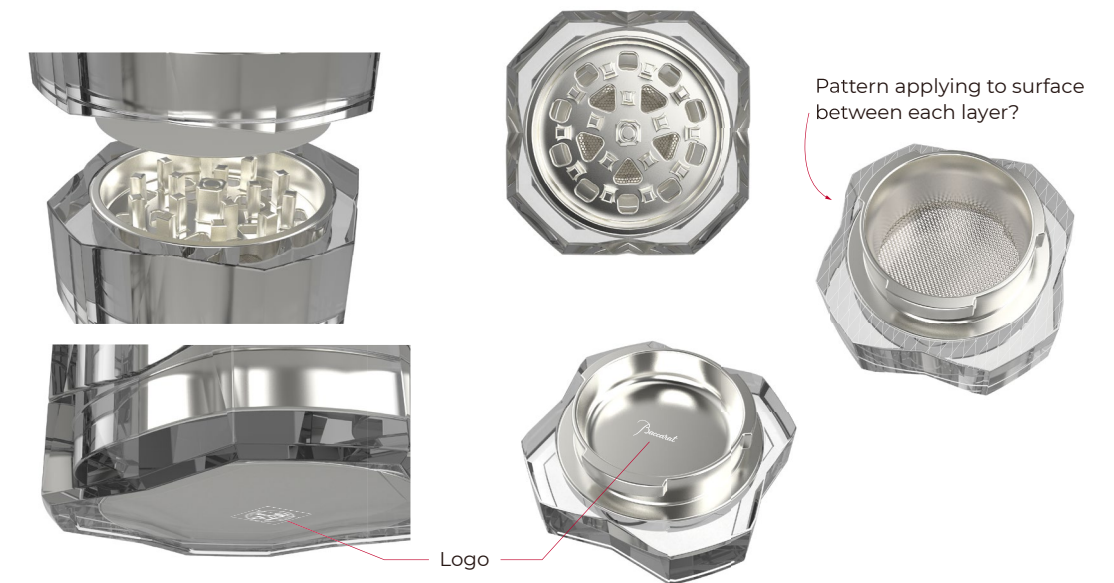
Logo at the bottom
Bottom is not entirely flat
to minimize damage and protecting the engraving



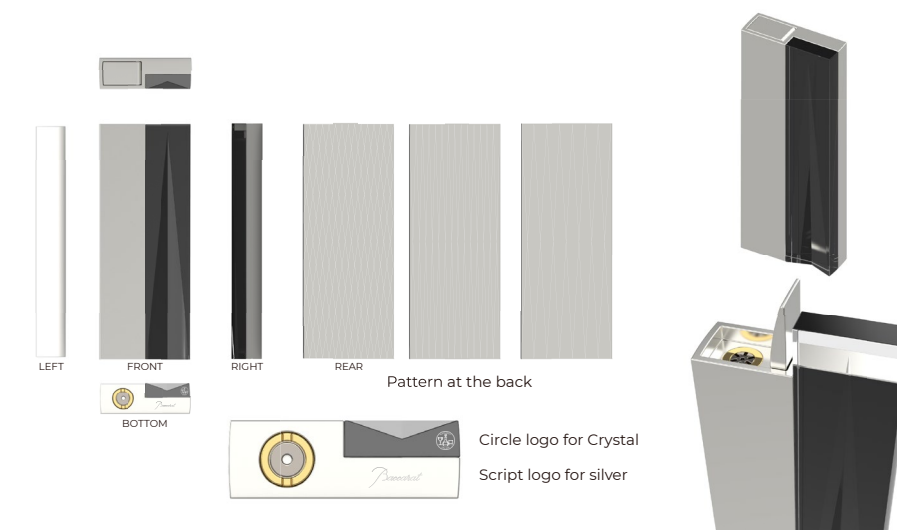
Logo Engraved on Silver
Not on crystal

The crystal expand the cylinder in the rednering.
The cylinder is actually slightly smaller inside.

4-Layer Grinder

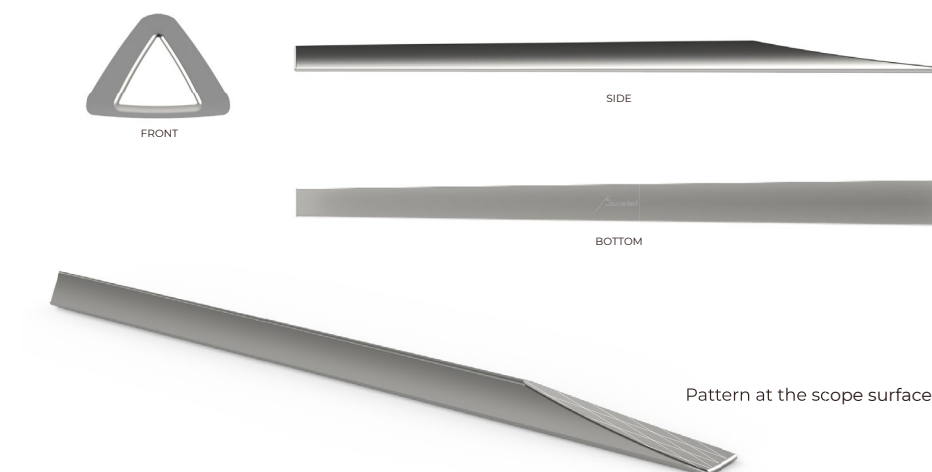


Pattern applying to surface
between each layer?

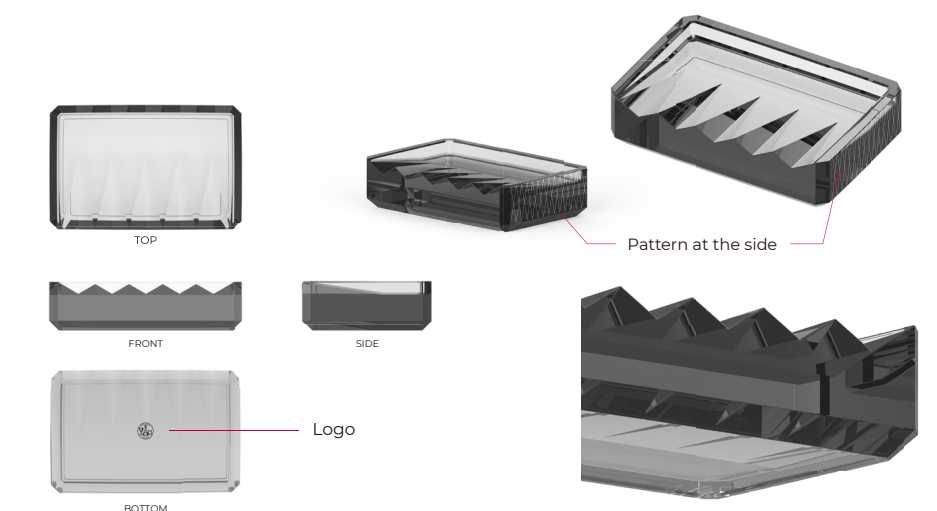


Pattern at the back

Circle logo for Crystal
Script logo for silver

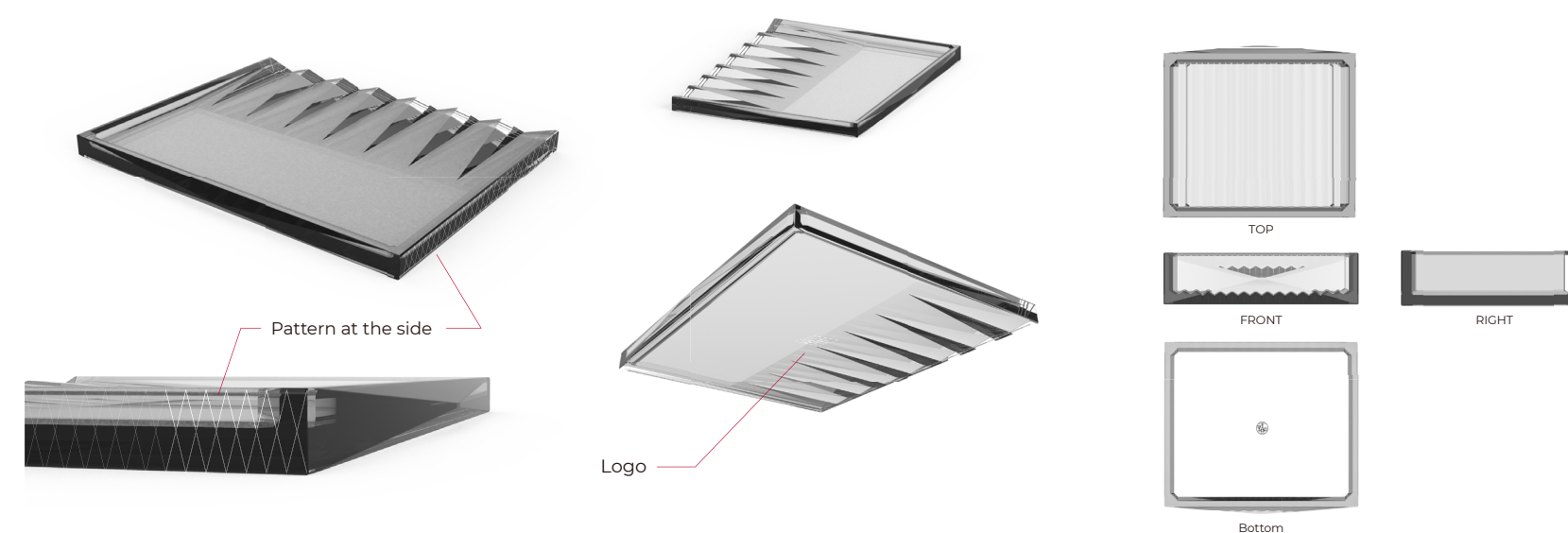


Pattern at the scope surface



Pattern at the side

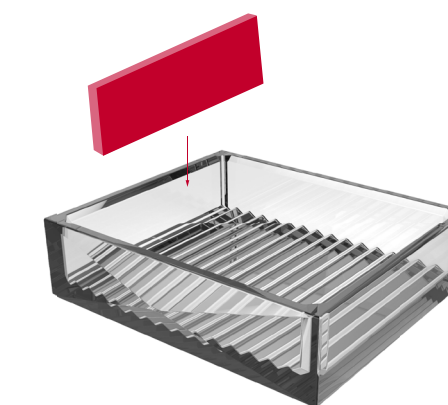
Logo



Pattern at the side

Logo

Bottom



Baccarat
CANNABIS SET

Baccarat
CANNABIS SET



CRYSTAL CASE

A luxury crystal case to store all the items in the set.

- Compact size: 10" x 8.5" x 5.5"



TINTED CRYSTAL

- Clear crystal with tinted interior surfaces to block direct light that will degrade the weed.
- Created a mystery aesthetic



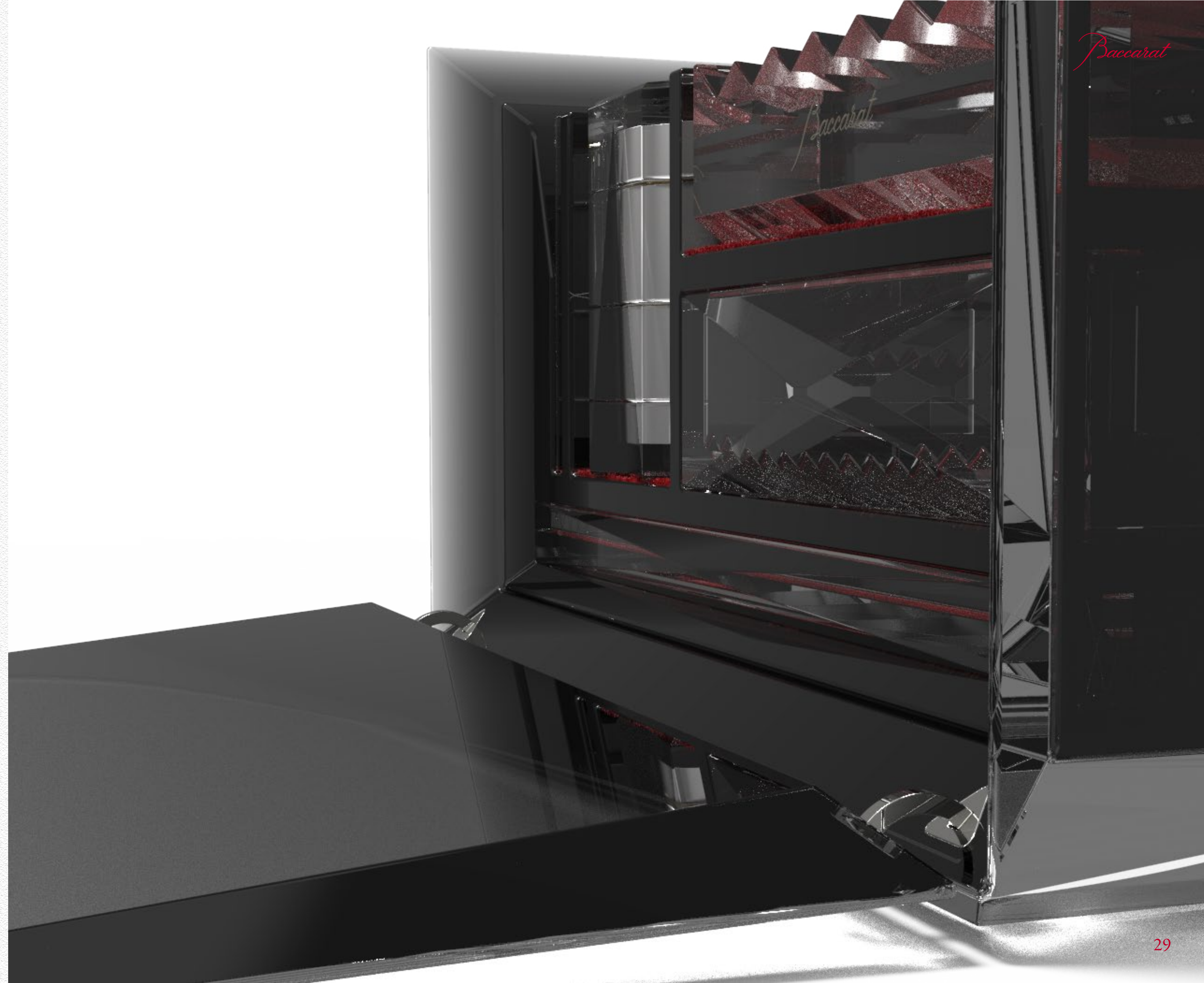
PERFECTLY ORGANIZED

- All the products are well placed inside the case.
- Secure and beautifully presented.



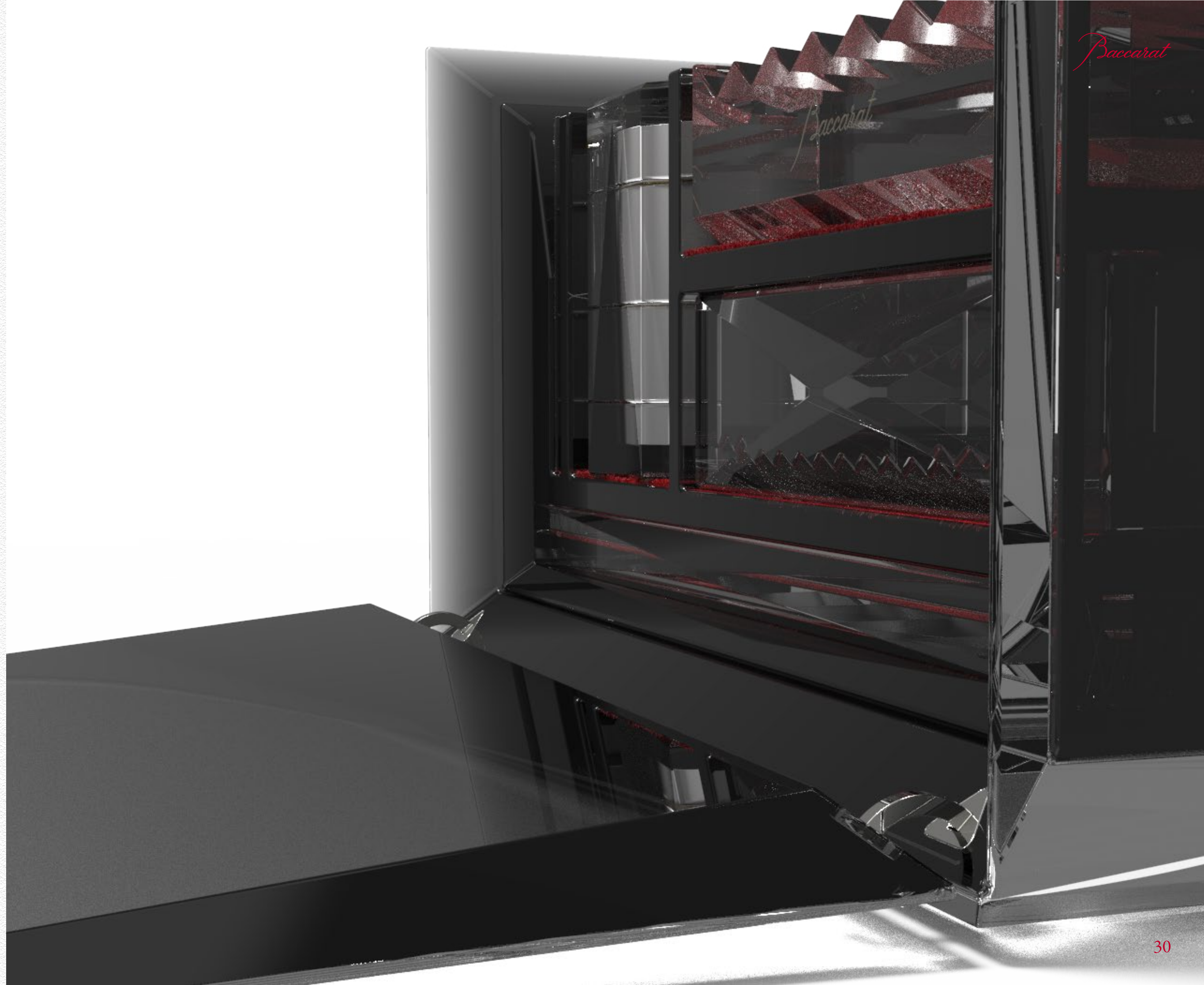
EFFORTLESS ACCESS

- Simply push the drawer and it will slowly slide out.
- Same mechanism apply to the rolling tray



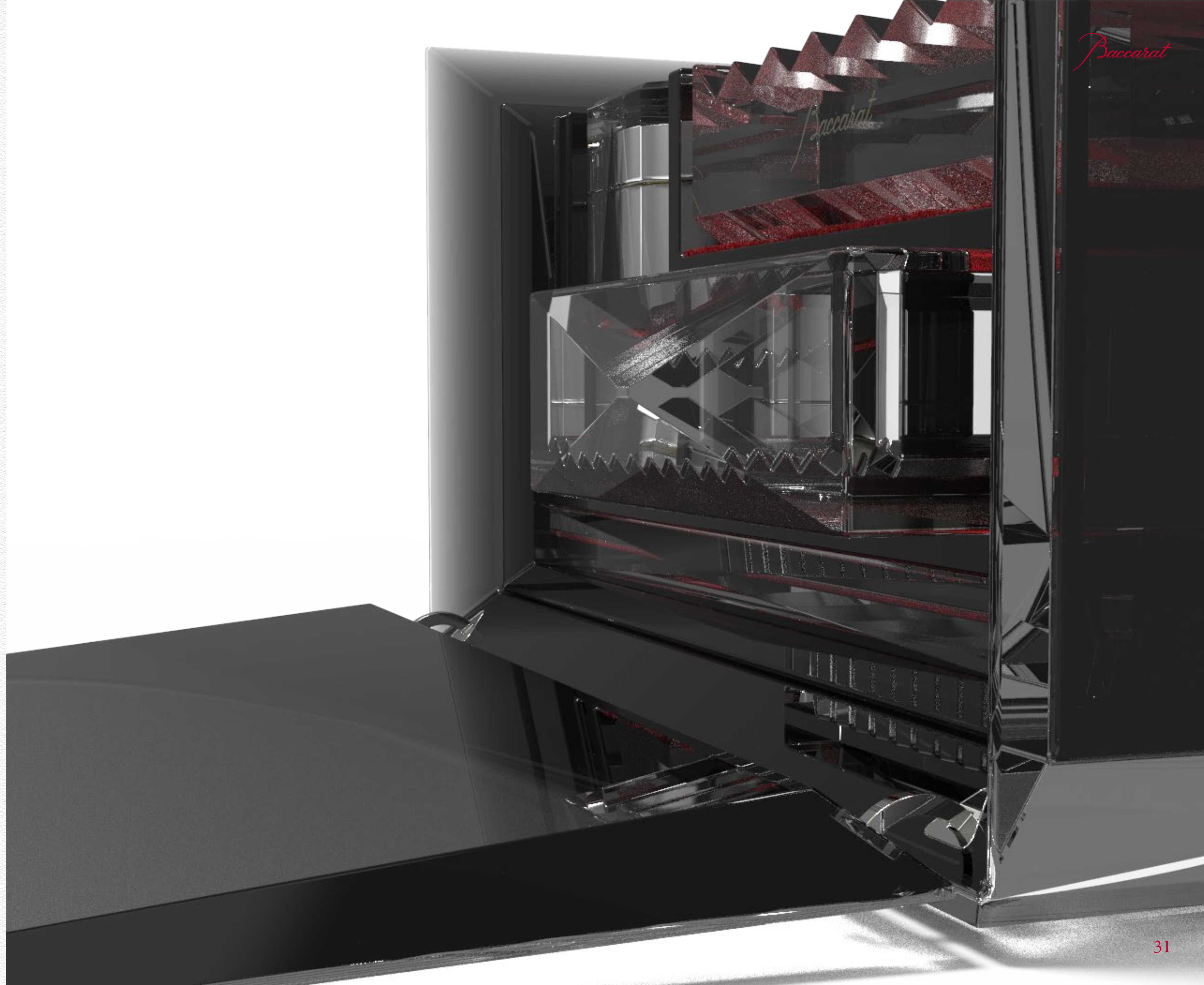
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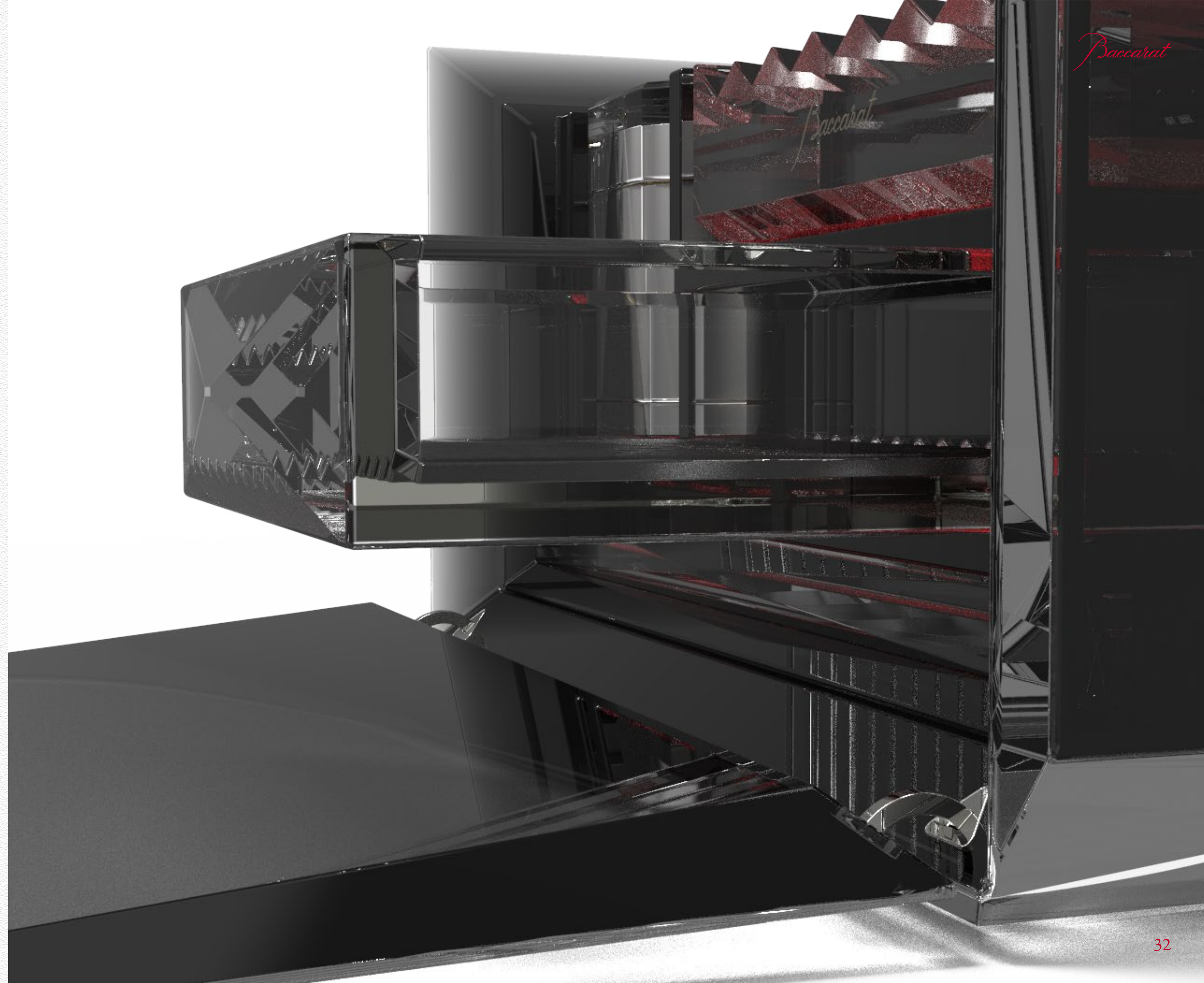
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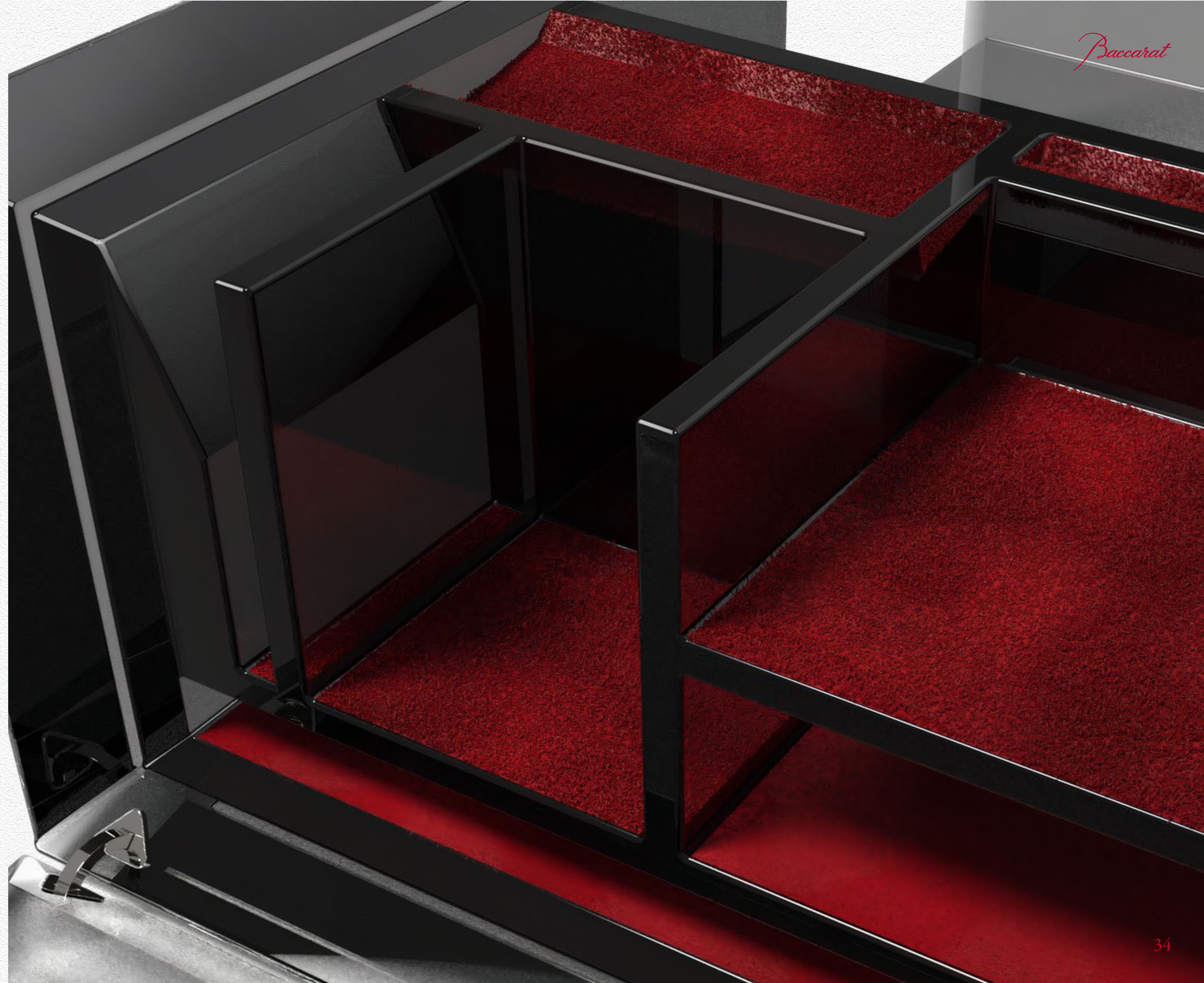
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LUXURY IN DETAILS

- Red velvet provides a nice surface to avoid damages cause by crystal hitting crystal.
- Adding a luxury ceremony theme to the interior.
- Silver traditional hinge is a nice touch of premium.



STRAIN PRESERVER

- Air tight closure
- Smell proof
- 3 preservers for different strains



PURE CRYSTAL

- Pure crystals allow user to observe the cannabis condition.
- Embrace the beauty of the cannabis.



MAINTAIN THE THEME

- Radiate pattern is engraved on the laminated surfaces.
- Surprise the user everytime



FUNCTION

- Rubber liner fills in the gap between the lid and the body.
- Air-tight & Smell proof

Rubber Liner



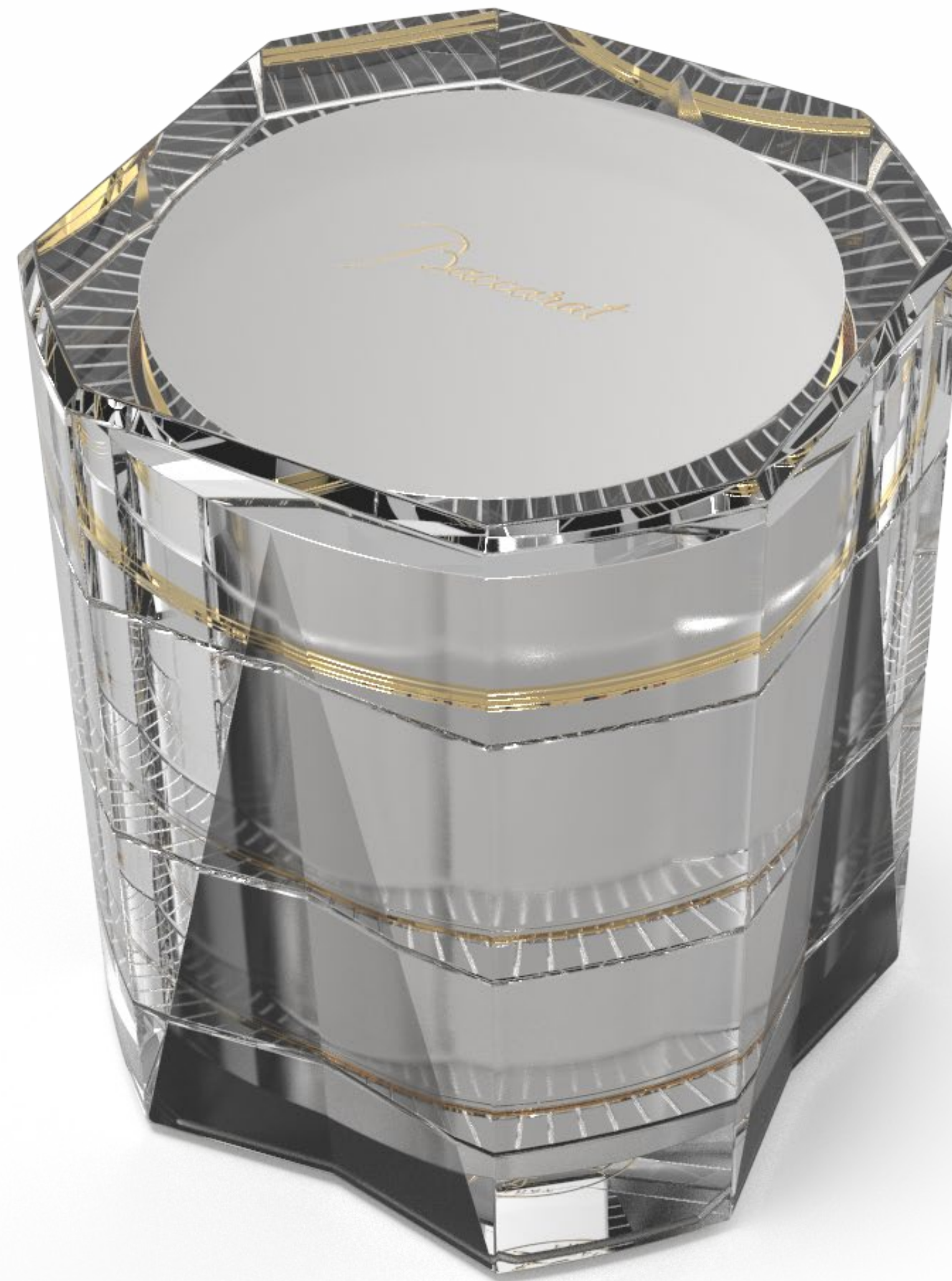
SMOKING ESSENTIALS

- Consistent aesthetic
- Enhance the holistic smoking experience with the whole set



GRINDER

- 4-layer grinder
- Eliminating threaded design with a quick lock and release design



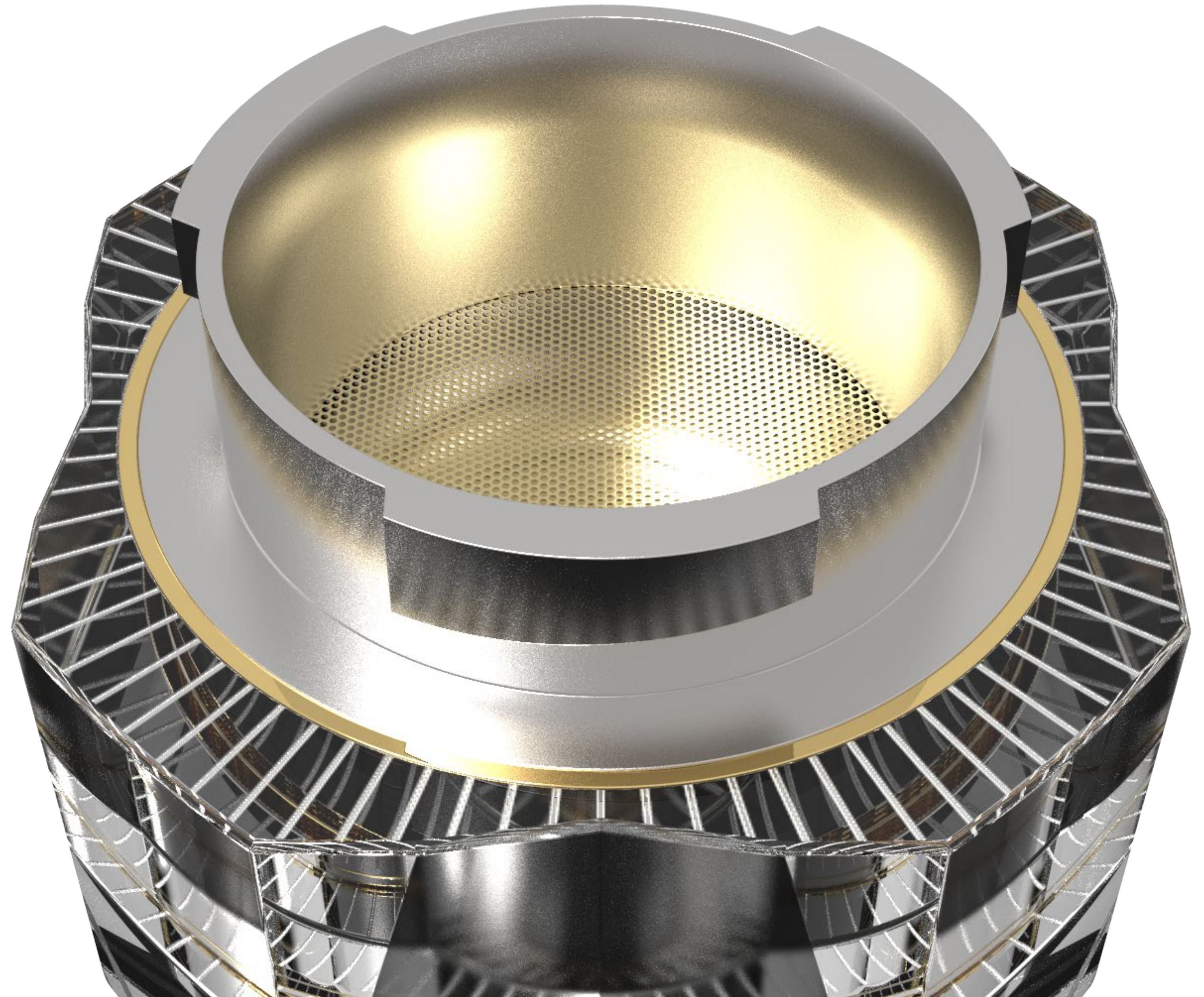
LAYER 1 & 2

- **Sharp teeth**
Shred your cannabis buds into preferable smoking size
- **Magnetic closure**
Keeps the lid and contents secure



LAYER 3

- **Fine mesh screen**
Collect ground cannabis and
shifts kief from ground cannabis



LAYER 4

- **Rounded base**
Makes kief collection



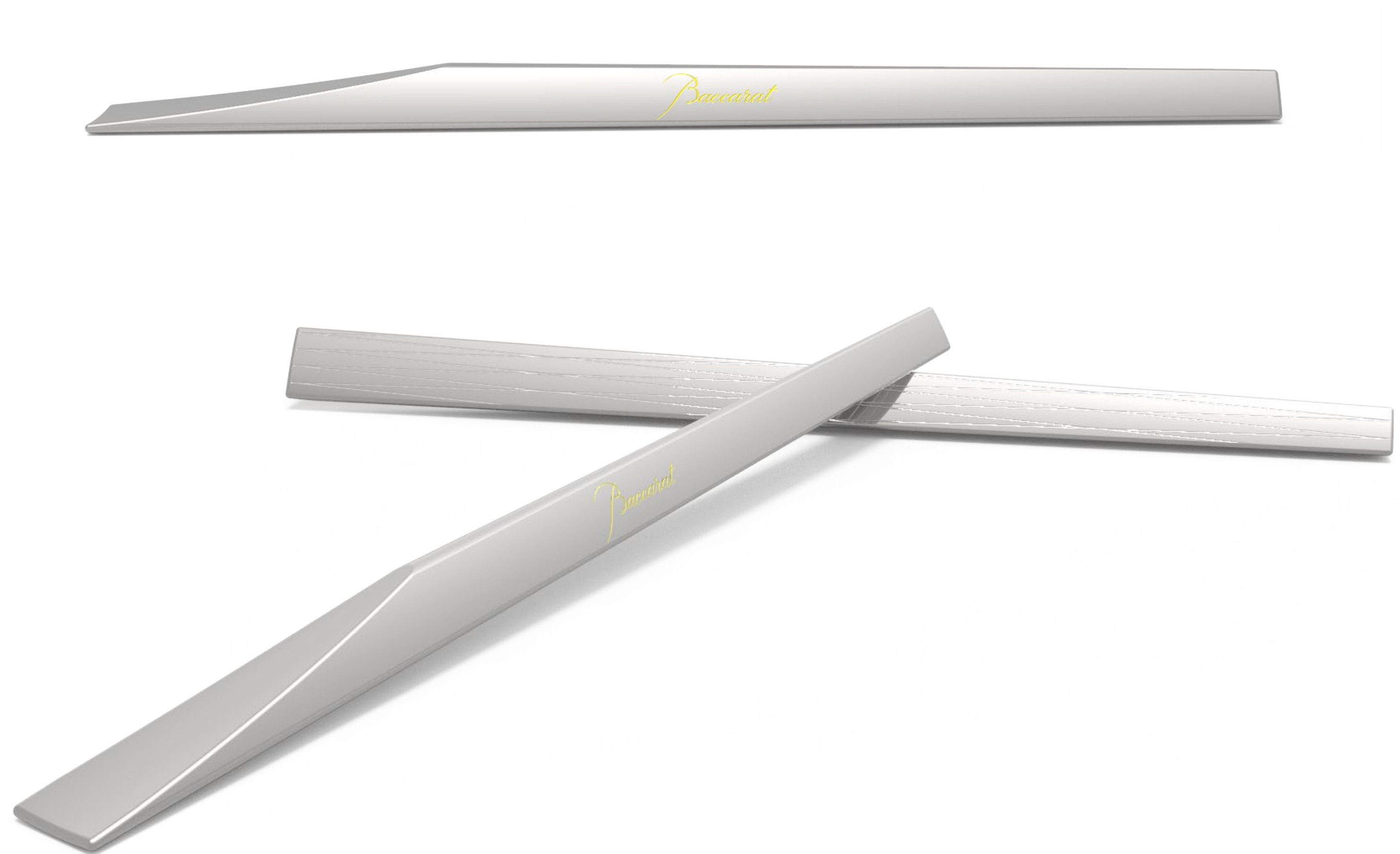
ROLLING TRAY

- **Top half**
provides sections for user to layout their tools
- **Bottom half**
Provide a rolling area to collect all the mess when rolling your joint



POKER

- **Poking side**
for pushing the cannabis tightly into
the joint
- **Flat side** for scoping ground
cannabis out
of the grinder or scoping wax for
dabbing



LIGHTER

- **Silver body**
for durability and hidden
the internal mechanism
- **Crystal slide button**
for tactile crystal touch
- **Jet flame ignition**
works well with different
smoking occasions



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ASHTRAY

- Solid piece of crystal for stability.
- Backgammon pattern works as the joint/cigarette holder.



BRUSH

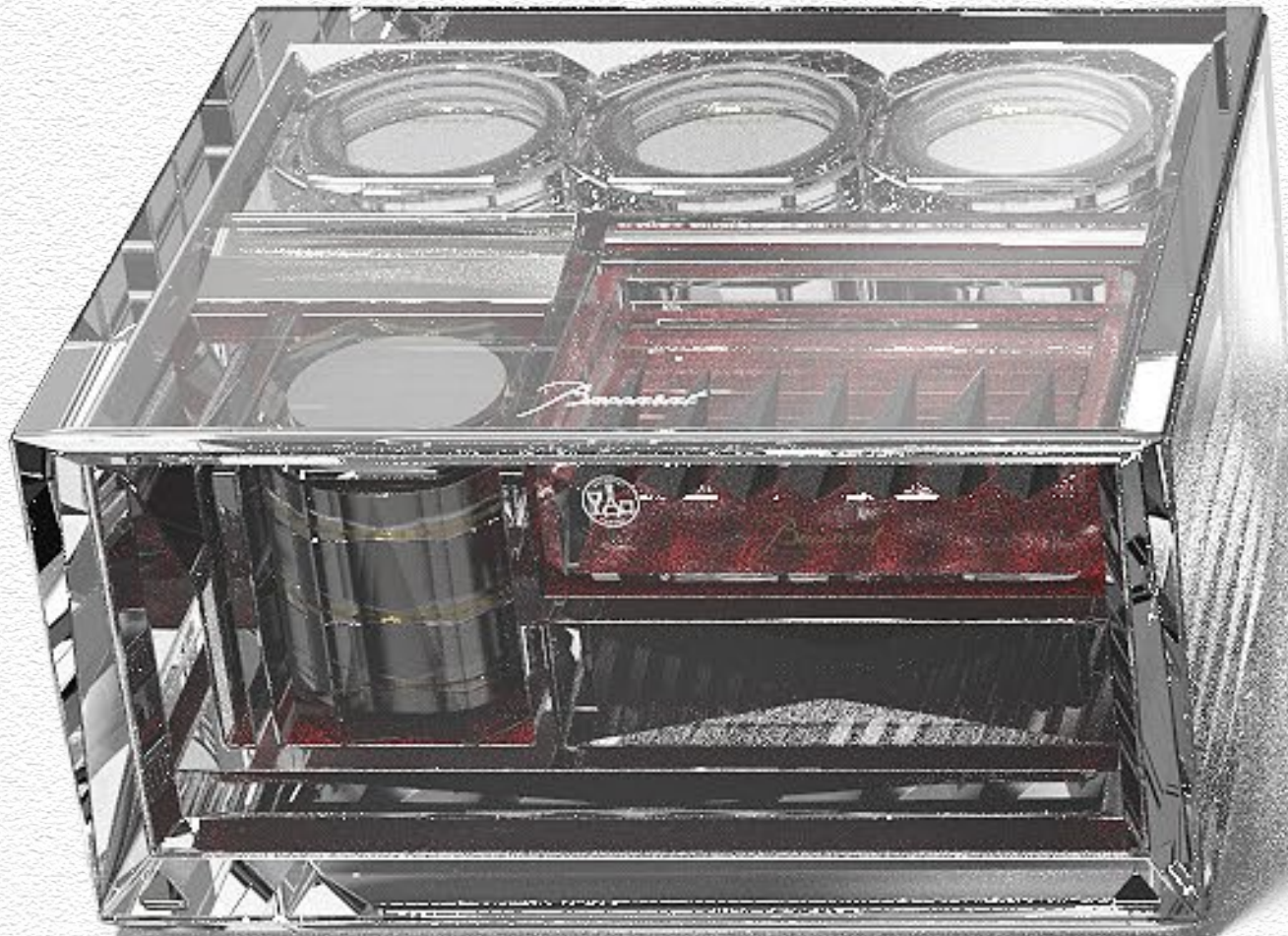
- Keeping the rolling tray and ashtray clean and tidy



Baccarat CANNABIS SET

A new product line aims to provide a holistic luxury experience to cannabis consumer.





PURE CRYSTAL



SEDATE BLACK



BACCARAT LOYAL RED

Baccarat
THANK YOU

