

FRAGRANCE AND PERSONAL CARE

Dior takes part in LVMH's 'Mtiers d'Art' initiative, tributes International Year of Glass

December 29, 2022



Dior celebrates L'Or de Vie La Crème with glass jar. Image credit: Dior

By LUXURY DAILY NEWS SERVICE

French fashion house **Dior** is working with glass sculptor Xavier Le Normand on a project which seeks to honor the bounty and artistry of its home country.

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Mr. Le Normand crafted a new glass bottle to house L'Or de Vie La Crème, an anti-aging skincare cream that sits under the brand's beauty arm. A new video details the process of creation.

"L'Or de Vie and Chateau d'Yquem: there is something very prestigious about these two names," Mr. Le Normand said, in a statement.

"For me, Chateau d'Yquem is one of the greatest wines in the world," he said. "It's almost like the nectar of the gods.

"It was pretty incredible to be able to work on this."

Grapes divine

According to LVMH, "Mtiers d'Art" sharpens artisan creativity and innovation in all its forms, through shared projects, exchanges between "mtiers" and external partnerships.

For its 2022 edition, Dior honors the International Year of Glass with a limited-edition creation, in which abstract grapes are carved into the glass, inspired by the product's formulation as well as the brand's winery at Chateau d'Yquem in France.

Only 130 will be made available.

L'or de vie exclusive masterpiece - L'edition metiers d'art

The "mouth-blown" container features a golden lid as well as grape clusters in the glass. The bottle is centered

around French craftsmanship in the glass-blowing art world, winemaking and the beauty space that Dior calls home. Each jar was fired, chiseled, shined and set by hand, capturing light in masterful ways thanks to the artist's classically French style.

"I've always seen glass as a precious material," Mr. Le Normand said.

"It takes a lot of technique, years of learning until you master it," he said. "The blowing time is very intense.

"It's almost like a choreography around the fire. There is a real intensity that happens at that moment."

The luxury house is not the only entity to honor the artistic medium as of late.

French fragrance house Guerlain has once again employed the timeless talents of both French fine crystal manufacturer Baccarat and French jeweler Lorenz Baumer to create the latest sculptural homage to the house's venerated symbol.

Mr. Baumer has designed a perfume bottle for Guerlain called "The Black Bee: Prestige Edition," which features black crystal by Baccarat. It is the latest incarnation of the bee-shaped perfume bottle since Mr. Baumer first imagined it in 2010 ([see story](#)).

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