

ARTS AND ENTERTAINMENT

Baccarat lights up Lincoln Center during 77th annual Tony Awards

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A cobranded speakeasy offered VIP guests cocktails in Baccarat glasses at New York City's Lincoln Center for the Performing Arts on June 16, 2024. Image credit: Baccarat

By LUXURY DAILY NEWS SERVICE

French crystal maker Baccarat is proving consistency is key.

The label is celebrating a recent event partnership, one that culminated at last week's 77th annual Tony Awards. The concept a high-end speakeasy served craft cocktails made from premium spirits maker Basil Hayden's product lines to showcase Baccarat's barware collections in a space adorned with lighting and decor from the latter brand.

"In its 260-year history, Baccarat has continued to celebrate creative expression, so it's an honor to once again return to the Tony Awards and celebrate those in the world of stage acting who have such a profound impact on culture," said Adam Banfield, president and CEO of [Baccarat North America](#), in a statement.

"Through our partnership with Basil Hayden, we will honor the timeless tradition and modern innovation of both the city of New York and Broadway in true Baccarat fashion by bringing light and joy to this remarkable occasion."

Crystal clear

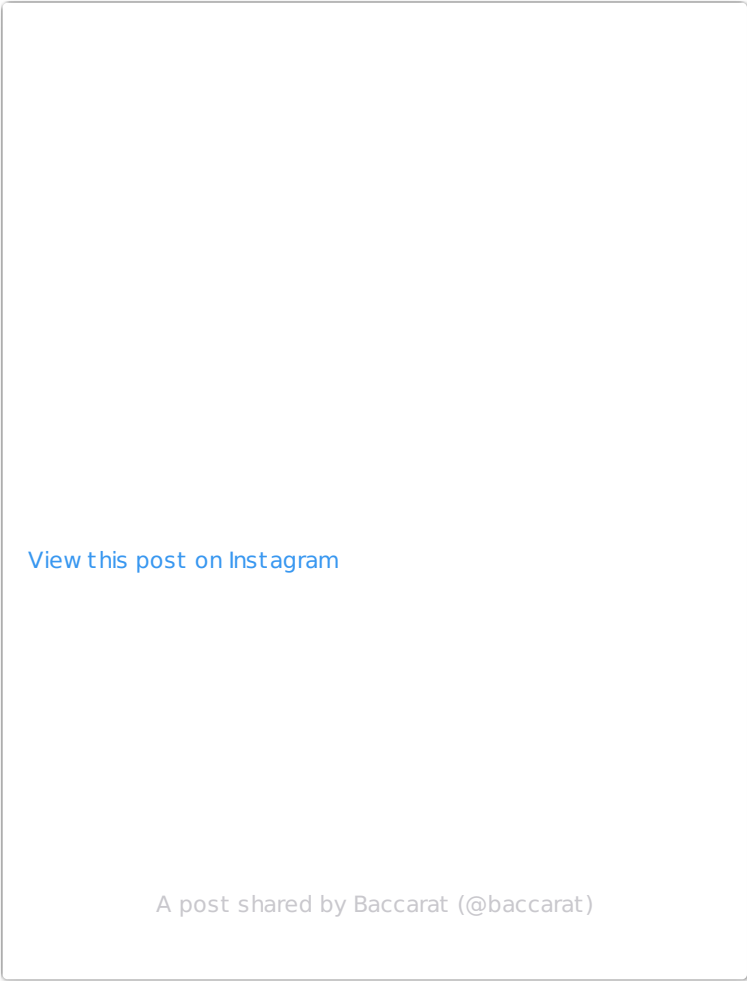
The Baccarat x Basil Hayden Speakeasy follows previous activations launched during Broadway's biggest night ([see story](#)), which, this year, took place at New York City's Lincoln Center for the Performing Arts for the very first time.



The speakeasy presented Bourbon cocktails in crystal cups, bringing a level of luxury to the Tony Awards. Image credit: Baccarat

Drinks such as the event’s official signature, the Basil Hayden 75, offered a twist on mixed classics. Other themed options included the Baccarat Boulevardier and the Standing Ovation.

The themed menu featured the small-batch liquor manufacturer’s dark rye, malted rye, toast and original Kentucky Straight Bourbon. Each concoction was framed in Baccarat’s glassware.



Through June 19, select concoctions from the Basil Hayden x Baccarat Speakeasy lineup were poured at Baccarat Hotel New York’s Bar and Grand Salon.

“At Basil Hayden, we celebrate those who leave an impression with their uniqueness and charisma, so it is a thrill for us to be the official bourbon of the 77th Annual Tony Awards recognizing remarkable talent who also embody these attributes,” said Regan Clarke, U.S. vice president of American Whiskey at Suntory Global Spirits, in a statement.

“In partnership with our impressive friends at Baccarat, we are excited for presenters and nominees to experience our bespoke, Tony Awards-inspired cocktails, further elevating this year’s celebrations and making it a night to remember.”