

DESIGNARÉ ECIDES



FRENCH ARTISTRY

Since joining Daum as Creation Director in 1999, French design extraordinaire Jean-Baptiste Sibertin-Blanc has been the inventive force behind the brand's many works of art. The 52-year-old's talents were duly rewarded when he won the "Elegance Talent at the Luxury Summit" prize in a competition organised by the luxury goods industry in Paris.

If the award is meant to spur him onto greater success, it is certainly working. Jean-Baptiste recently presented his newest masterpiece, the Cosmo. Simple and yet undeniably elegant, there are only 375 pieces of the vase, which stands at a lithe 31cm and features graceful, imaginary petals.

