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Graff Diamonds looks to nature for timepiece collection's inspiration

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Graff Diamonds' Butterfly watch

By STAFF REPORTS

British jeweler Graff Diamonds is touting the expertise behind its Butterfly timepiece collection with a social video highlighting the range.

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Graff Diamonds' video examines different styles of the Butterfly timepiece to show off the design's grandeur. Inspired by the symmetry of a butterfly, Graff followed a common pattern among jewelers of looking to nature for design ideas.

Time and symmetry

Graff's social media posts narrow in on the jeweler's Rainbow Butterfly timepiece, noting that it is hand-set with 1,749 diamonds and gemstones.

Graff's Butterfly watch is available in various stones such as different colored sapphires, rubies, emeralds, diamonds and includes variations in style from the elaborate to more subdued.



Graff Diamond's Butterfly watch collection

The video begins with animated butterflies in different colors taking flight from a cherry blossom branch against a black background.

As the butterflies go in their own directions, color coordinated Butterfly watches appear. First Graff's Butterfly watch in diamond and sapphire is shown while a second vignette shows the red butterfly flying past the ruby version.

The butterflies' flights continue to show the consumer the full diamond and the emerald versions of the Butterfly watch. Next, a multi-colored butterfly in hues of pink and purple flies up against the details of Graff's Butterfly Full Motif watch with colored sapphires and 1,641 diamonds.

To conclude the last frames of the video show the five watches featured side-by-side as the butterflies fly out of view.

Embedded Video: [//www.youtube.com/embed/sMHHoBjEOI0](https://www.youtube.com/embed/sMHHoBjEOI0)

Beauty Captured. The Mesmerising Graff Butterfly Watch

When watched on Graff's YouTube channel, consumers have the ability to learn about the watches' arrangement and find out more by accessing the jeweler's Web site.

Jewelers are often inspired by the natural world including flora, fauna and even the deep space.

For instance, France's Van Cleef & Arpels explored the cosmos with a dual social video approach that traversed the jeweler's celestial inspirations and its core values.

The first Facebook video focused on Van Cleef & Arpels' Midnight Planétarium wristwatch and its relation to astronomy, while the second examined the brand's overall relationship with what it called "Poetic Astronomy" ([see story](#)).