

MULTICHANNEL

## Boucheron sets sights on Indian consumer with high-jewelry suite

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*Boucheron's Fleur de Lotus necklace*

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By JEN KING

French jeweler Boucheron is retracing its historic link to Indian dignitaries through its new high-jewelry collection, Bleu de Jodhpur.

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**Luxury Daily**

The four-piece high-jewelry collection symbolically ties together Jodhpur, the Indian “city of the sun” with Boucheron, known as the “jeweler of light,” as well as Paris, often referred to as the “city of light.” While many jewelers draw inspiration from locales outside their home country, Boucheron’s collaboration with His Highness the Maharaja Gaj Singh II of Jodhpur for the collection adds authenticity.

“The Maharaja’s patronage certainly imbues the brand with romantic spirit,” said Duncan Hall, strategy analyst at Siegel+Gale, London.

“It is hard to say whether this will work for or against Indian consumers as he is associated with a past political age,” he said. “Foreigners who do not hold this association may find it more intriguing and compelling.”

“Boucheron have created a nice narrative around the pieces, which helps to create an emotional connection with each single piece, however there doesn’t seem to be a clear

overall story guiding the customer through the collection."

Mr. Hall is not affiliated with Boucheron, but agreed to comment as an industry expert.

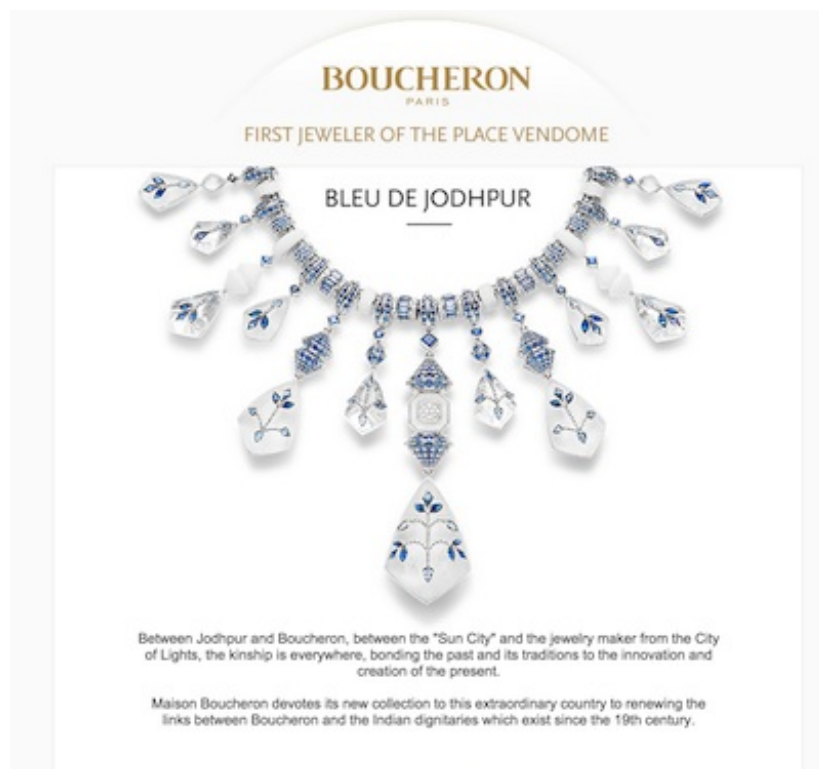
**Boucheron** did not respond by press deadline.

### Journey to India

Each of the four pieces within the Bleu de Jodhpur collection represent aspects of Indian culture whether it be two cities, Jodhpur and Nagaur, or important symbols such as the lotus flower and the mendhi or henna tradition.

Boucheron has adapted the four pieces comprising the Bleu de Jodhpur collection of high-jewelry into chapters. The first chapter was sent to email subscribers and acts as an introduction to the collection as a whole and the Jodhpur necklace.

When the email is opened Indian instrumental music begins to play. This subtle touch helps transport the consumer to Boucheron's source of inspiration and may strike an emotional chord with affluent consumers of Indian heritage.



### *Boucheron's email body for the Bleu de Jodhpur collection*

Content within the email narrows in on the detail of the Jodhpur necklace through a short video clip with stills showing craftsmanship and the cityscape that inspired the piece. The email also gives a sneak peek of chapters to come with images promoting the collection pieces connected to an "Indian Palace," "Garden & Cosmos" and "The Rajput Woman."

A click-through lands on Boucheron's Web page for the collection. Here, the consumer can discover the Bleu de Jodhpur collection in more detail.

For example, the Jodhpur necklace is the maison's first reversible piece and was inspired by Jodhpur's Makrana marble quarries, the same stone used to build the Taj Mahal in 1631. The necklace is reversible in the tradition of an Indian prince's jewelry with the colors

mimicking the blue and white houses of the city.

Boucheron's talisman styled necklace, Nagaur, drew inspiration from the Thar Desert fortress city of the same name. The rock crystal worked into the necklace contains sands from the desert for added authenticity and to heighten the narrative surrounding the piece.

The necklace also links to Indian culture through the use of seven pearls, a powerful symbol in India for "infinite plurality" and is "the foundation of the Hindu universe: 7 spheres of the earth, 7 seas, 7 states of consciousness, 7 subtle energies," among other importances such as marriage ceremonies.

DISCOVER THE COLLECTION



### *Boucheron's Blue de Jodhpur high-jewelry collection*

Continuing the collection's synchronization to Indian culture is the Fleur de Lotus necklace featuring stones such as tourmaline and garnets. The specific piece, made of rose gold, is inspired by a painting technique originating in Jodhpur which often featured lotus blossoms.

Lastly, the Mehndi set celebrates the Rajput woman and pieces created over Boucheron's history of commissioning jewelry for Indian dignitaries. The design for the Mehndi set is "imagined [as] an eternal tattoo" that is "generous in dimension and yet light as a feather."

Over the course of the next few days, Boucheron will reveal the remaining pieces of the Bleu de Jodhpur collection over social media and possibly a series of emails.

Bleu de Jodhpur, an homage from the Jeweller of Light to the Indian City of the Sun.

Posted by **Boucheron** on **Monday, July 6, 2015**

### The jewel of India

High-jewelry is ever-present in Bollywood and the lives of affluent Indian consumers whether for special occasions such as weddings or during everyday occurrences.

For instance, colored-gemstone miner Gemfields extended its sustainable business practices into civic engagement with a charity partnership, Project Blossoming, with India's Project Nanhi Kali.

Translated to mean “little bud” in Hindi, Project Nanhi Kali is dedicated to improving the lives of Indian girls through education. Selecting a charity rooted in India is fitting for Gemfields, since the country is a key market for the brand ([see story](#)).

As with other consumers living in emerging BRIC markets, affluent Indians have immense spending power and potential.

The quickly-growing, affluent Generation I, a demographic of Indians who grew up in the 1990s, will be responsible for 26 percent of total spending in the country before 2020, according to findings from a 2012 study by Boston Consulting Group.

Household income is expected to rise 2.9 times between 2010 and 2020 because of the expansion of the middle class and affluent segments. In fact, overall Indian consumer spend is expected to grow 3.6 times in the next decade, increasing from \$991 billion in 2010 to more than \$3.6 trillion in 2020 ([see story](#)).

To capture the attention of consumers outside of India, Boucheron may have benefited from creating a more immersive experience to highlight its source of inspiration.

"I think the experience factor is limited and [email's] music is only one small part of the digital brand experience," Mr. Hall said. "There is much more that could have been done to give the consumer an experience of the cultural connection such as using more imagery, branded films and strategically curated content."

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: [https://www.youtube.com/embed/FK\\_GLBNzMtU](https://www.youtube.com/embed/FK_GLBNzMtU)

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