

INTERNET

Chopard redefines royalty with Imperiale collection

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Chopard Imperiale ring

By FORREST CARDAMENIS

Swiss jeweler Chopard is revealing its Imperiale collection after teasing it extensively on social media.

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The collection of watches, rings, bracelets, pendants and other neckwear, handbags and wallets contain gold, diamonds and especially amethysts, with prices ranging from \$200-\$500 for a key ring or pen and approaching \$70,000 for the most expensive watches. Billed as “an ode to all modern women that are tirelessly active, yet at all times extremely sophisticated,” the collection argues that you don’t need a crown to look regal.

"All brands run the risk of potentially creating fatigue when they release teaser content that doesn't differentiate itself from one another," said Romey Louangvilay chief curator and director of digital marketing at Curate Directive, New York. "If the content is different enough and shows a variety then fatigue is less likely to occur.

"Given Chopard's brand legacy, I'm confident their fans will enjoy the content they release."

Mr. Louangvilay is not affiliated with Chopard, but agreed to comment as an industry

expert.

Chopard was unable to comment directly before press deadline.

Watch the throne

On Aug. 25, the brand posted a video on YouTube, and later on Instagram, with the description “Her eyes reveal how majestic she is. Her lips whisper the name of an iconic collection, for she is Imperiale.”

In the video, a close-up of a woman's face shows her walking toward the camera and then sitting on a barely-seen chair.

Embedded Video: <https://www.youtube.com/embed/Ffllagj5a2k>

Chopard Imperiale teaser 1

After the woman sits, the camera cuts to close-ups of her hand, adorned with a wristwatch, her ring, her lips and eyes and her pendant. She then seals an envelope and exits in the same direction from which she entered.

Chopard posted another video on its Facebook page three days later with the same description, in which a woman rejects traditional symbols of regality in favor of her Imperiale jewelry. Following close-ups of her amethyst earrings, ring, watch and eyes, the words “who am I” appear on the screen as the woman walks toward a gold and white chair made to resemble a throne with a crown on the seat.

The tiling on the floor and the woman’s clothing and jewelry remind the viewer that it is the same setting as the previous video, with the woman now revealed to be sitting on a throne.

[video width="420" height="230" mp4="https://www.luxurydaily.com/wp-content/uploads/2015/09/Chopard-Imperiale.mp4"] [/video]

Chopard Imperiale teaser 2

Two shots later, she is seen running away with the crown in a long shot that recalls the end of the previous video, but she then looks back toward the camera and drops the crown to the floor in slow motion. More close-ups of her face and jewelry follow, and the video ends with a shot of her sitting on the throne, smiling, without a crown.

The close-ups of her jewelry after she drops the crown signal a substitution of the former for the latter while also serving as an advertisement for particular items within the collection, and the royal connotations of the collection name “Imperiale” further reinforce the video’s message and vice-versa.

A picture's worth 1,000 words

Brands often utilize short videos to emphasize key marketing points. The collection’s homepage claims, “Blessed with a majestic aura, the modern day empress doesn’t need royal attributes to express her magnetic personality. Her allure and generosity radiate in her timeless jewelry, the most refined expression of her femininity.”

The videos help to illustrate the claim and create stronger associations between the collection and royalty in the potential consumer's mind.

In another instance, Italian fashion brand Prada showed consumers the “poetic interpretation” of the ingredients found in its Les Infusions fragrance range this July.

Shared socially, Prada included a 30-second video in its communications for Les Infusions which shows flowers used in the fragrance range dusted with pigment, or colored pollen, and drips of paint. Luxury perfumers often script detailed narratives around the ingredients used in their fragrances to highlight the quality of raw materials used ([see story](#)).

In other cases, the videos underscore particular brand values that went into the design of the item.

In March 2014, Italian jeweler Pomellato revitalized the image of three of its classic ring designs with arthouse films meant to display the brand's emotion and dedication to creativity.

Pomellato's “Icon Movies” film series pays homage to the jeweler's Nudo, Capri and Sabbia collections and shows both the personality of the filmmaker and his subject. Outsourcing creative initiatives to young talent can help a brand acquire new enthusiasts by positioning its products in front of younger consumers ([see story](#)).

"Video allows for a greater detail of storytelling and messaging to be displayed," Mr. Louangvilay said. "Consumers are very visual, and whereas photos allow brands to showcase product, photographs don't move. Consumers are left to make assumptions and connect the dots for themselves.

"Videos, on the other hand, have music to help set the mood, the characters move and could speak and it helps tell the story clearer."

Final Take

Forrest Cardamenis, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/y6yfOBtTG7c>

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