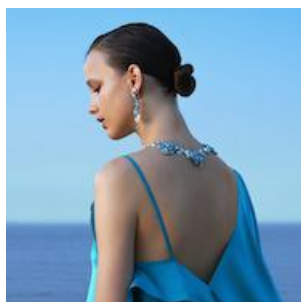


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## Van Cleef & Arpels examines coded lexicon for latest tome

October 13, 2015



*Van Cleef & Arpels Seven Seas campaign image*

By STAFF REPORTS

French jeweler Van Cleef & Arpels is taking consumers on a walk through the maison's vocabulary through a new book.

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Published by France's Gallimard, Van Cleef's "An Exercise in Style" is a literary and poetic take on codes of the jeweler, offering enthusiasts a different perspective on the brand's ethos and designs. Luxury brands often publish coffee table books to give a personal account of aspects of its brand or founders, with topics ranging from photography and cooking to the more standard biographical tomes.

Well-read in style

Van Cleef's "An Exercise in Style" features 25 words that define the identity of the jewelry maison.

To capture the essence of the book, Van Cleef posted a minute-long social video that begins with a hand opening the tome and flipping through its pages before landing on the word "luck," a main symbol for the jeweler.

The video continues with other words such as "dance" and "high-jewelry" coming across the screen as the woman continues to flip through. At one point, she picks up the book and holds it open, letting flower petals fall from the centerfold.

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Van Cleef & Arpels and Gallimard present "An exercise in style" book, a literary and poetic stroll through the...

Posted by **Van Cleef & Arpels** on **Monday, October 12, 2015**

For the book, Van Cleef gathered illustrations by friends of the brand to create visuals for the vocabulary words. Friends of the brand seen in the book represent culture and the arts and include Lanvin creative director Alber Elbaz, French photographer Valrie Belin, writer Camille Laurens and chef Alain Passard, among others.

On its Web site, Van Cleef encourages interested consumers to contact its Client Relations Center to find out additional details about where An Exercise in Style can be purchased.

If the consumer is interested in purchasing the book online, Van Cleef directs consumers to Amazon.com. Currently, "An Exercise in Style" is only available in French, with an English language version soon to debut.

On Amazon, the book can be purchased for \$55.

Jewelers often create coffee table tomes to explore elements of brand style.

For instance, France's Cartier is teaming with British retailer Harrods to introduce a tome dedicated to the maison and its Panthre designs.

Published by Assouline, Panthre retraces Cartier's most iconic design symbol over the last century through a contextual telling using images within the book and exclusive events hosted by Harrods. Partnering with a retailer elevates awareness for the book and gives enthusiasts a hands-on experience focusing on Cartier's Panthre designs ([see story](#)).

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