

INTERNET

## Piaget offers consumers intangibles with new Possessions

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*Piaget Possession ring*

By FORREST CARDAMENIS

Swiss jeweler Piaget is giving consumers the world with its new Possession collection.

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To promote the jewelry, the brand has released a series of videos united by the theme "turn, and the world is yours," including one with brand ambassador Jessica Chastain. Videos are an effective way to convey differentiating attitudes and intangible values to consumers inundated with choices.

"The Possession video positions Piaget as a contemporary luxury brand that is in touch with the modern woman and her sense of fashion," said Jim Gentleman, senior vice president of account management and strategy, **SK+G**, Las Vegas. "As a heritage luxury brand, the video helps Piaget feel more like a brand poised for the future than just a legacy brand from the past."

Mr. Gentleman is not associated with Piaget, but agreed to comment as an industry expert.

**Piaget** was unable to comment directly.

Turn and the world is yours

The Possession ring is an 18-karat rose gold ring set with 46 brilliant-cut diamonds, priced at \$5,800. Possession bracelets range from a \$1,190 rose gold and diamond bracelet to a \$65,000 white gold and diamond bangle and cover narrow, wide, gem-set, rose gold and white gold styles.

Necklaces, pendants, earrings and watches also feature in the collection.



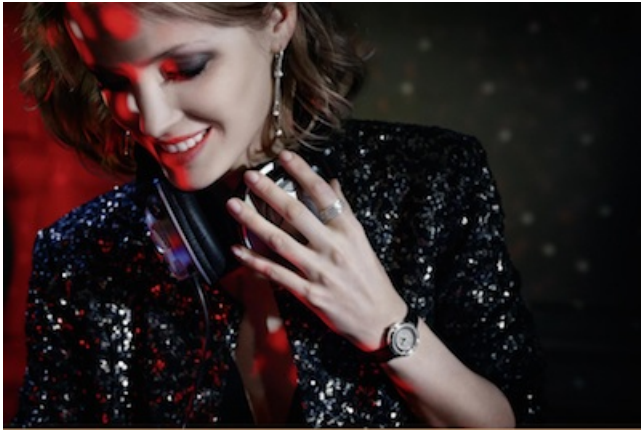
*Possession open bangle bracelet*

For the collection, Piaget has made a new film, soundtracked by "The World is Yours" by Eric Muller, Maurin Zahnd, Jean-Baptiste Morice and Julie Bessard.

Piaget's film begins with a woman waking up and putting on one of the Possession rings. She is then seeing driving a convertible down a road, with intercut footage of her turning the ring in other locations.

The woman then appears in a number of occupations, including as a DJ and light sculptor, and at parties. She repeatedly turns the jewelry, as each piece of the collection is designed with a center or end band that can turn independently.

Authenticating the campaign message is a quote from Piaget's international ambassador, Ms. Chastain. She is quoted on the Web site, saying, "Whether I'm working or immersed in my thoughts, I love to turn my Possession ring. It really gives me the feeling that I can achieve my dreams."



*Making-of photo*

Ms. Chastain also stars in a new Piaget film for the collection. In it she explains how the jewelry's collection refers to how throughout history, women have been treated as possessions, but Piaget is giving power and agency back to women.

"It reminds me that I am the creator of the beautiful things that come into my life," she says.

Also included are making-of photos that show off the collection in contexts from the videos and a behind-the-scenes film showing additional footage from the production of the Possession film.

Having a large amount of content clarifies and amplifies the collection's attitude and inspiration, helping to sell consumers on an idea or set of values rather than merely giving them another set of jewelry to choose from.



*Piaget Possession watch*

"Publishing additional campaign assets like the making of' pictures and behind the scenes video' help provide an insider's perspective on the Possession video," Mr. Gentleman said. "This is something brands like Piaget are increasingly doing in hopes of creating more sharable and engaging branded content and ultimately, loyalty among current and potential customers."

Consumers can explore the videos and collection on the Piaget Possession [microsite](#).

## Intangibles

Piaget regularly encourages that women treat themselves with its jewelry.

Last June, Piaget inspired self-gifting and personal reward with sponsored content on New York magazine's The Cut.

Centering on five "overachievers," the story "MVPs: Most Valuable Possessions" let the women tell the story of success in their own words in a Q&A, where overall themes include taking pride in work and "[spoiling] yourself." Promoting the idea of rewarding career milestones can help boost jewelry sales beyond the typical handful of holidays a year ([see story](#)).

Other jewelers have also relied on video to instill their products with more intangible qualities.

For example, in September U.S. jeweler Tiffany & Co. ushered in a new beginning with the reveal of three revamped collections.

Tiffany introduced the updated collections on its Web site with a minute-long, black-and-white video set to the song "For You" by Tobias Jesso Jr. Although altering collections is inherently risky, Tiffany's selection of which lines to change and its adherence to the qualities of each collection and its own brand mitigates that risk ([see story](#)).

"The Possession line of rings and bracelets promotes a spirit of confidence, control and empowerment for women," Mr. Gentleman said. "With its unique turn' functionality and accompanying 'Turn and the world is yours' tagline, Possession is positioning itself as a jewelry line that works for every moment in a modern woman's life whether that be at home, work or play."