

OUT OF HOME

Chopard creates diamond-inspired art in Dubai

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Chopard Happy Diamonds installation at Mall of the Emirates

By STAFF REPORTS

Swiss jeweler Chopard is feting the 40th anniversary of its Happy Diamonds Collection with an art installation at Mall of the Emirates.

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The brand created large-scale watch face chandeliers, with moving pieces that twirl like the diamonds on the timepieces. Presenting this art piece in a mall will help Chopard spread awareness among shoppers, even those who may not have been familiar with Happy Diamonds before.

Spinning stones

Chopard's Happy Diamonds timepieces feature unset stones that are free to roam throughout the watch face.



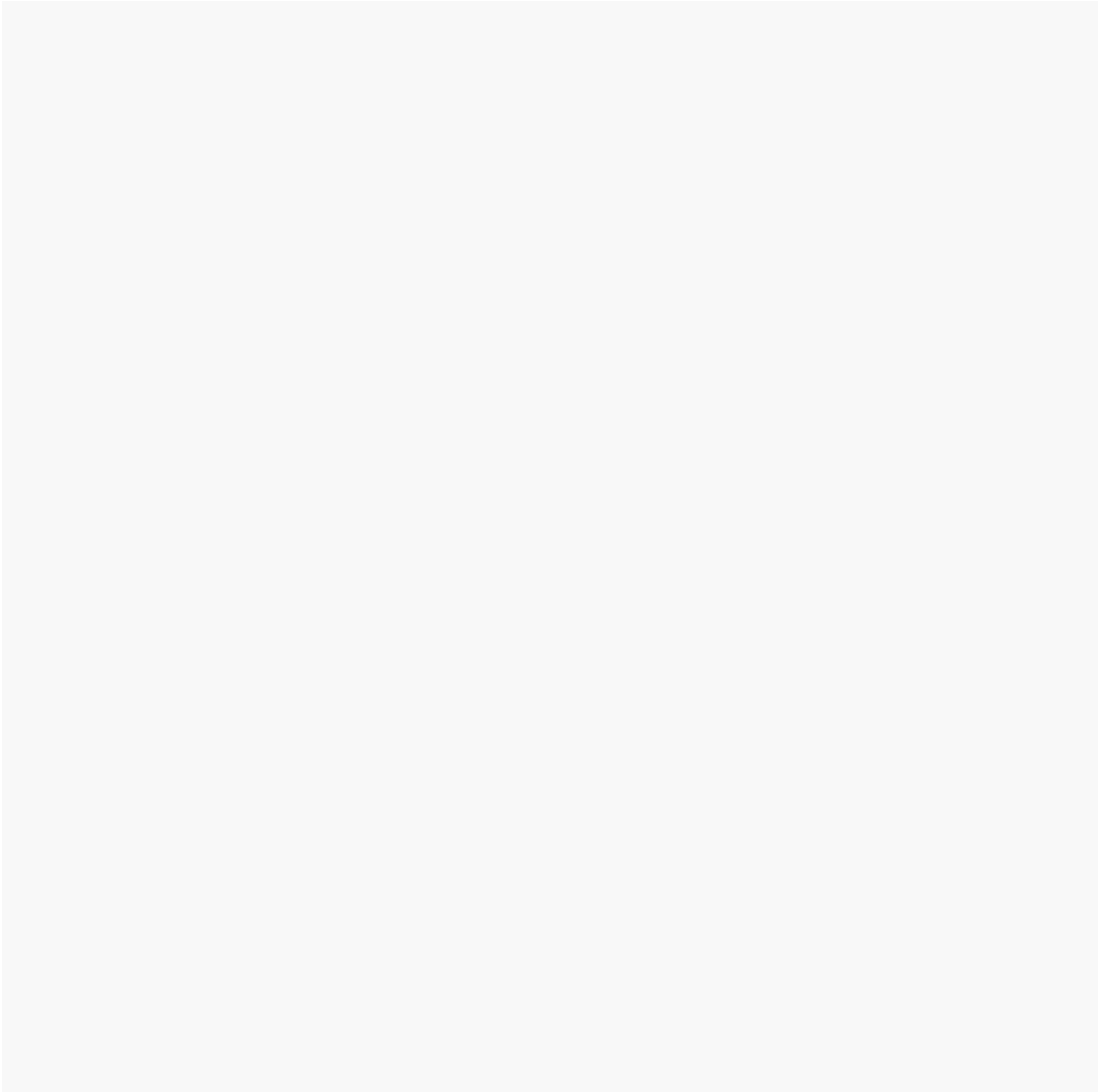
Chopard Happy Diamonds installation

Found within the fashion dome of the shopping center, Chopard's installation features large-scale watch faces

suspended above the floor. Hanging lights mimic the diamonds on the collection's watch face, as they repel or retract, giving the effect of dancing and showing the freedom of the diamonds.

Mall of the Emirates is hosting a contest, giving shoppers the opportunity to win a Chopard wallet. Entrants simply have to take a photo of the art piece and include #AreYouHappyDiamonds and #FashionDomeArt in the caption.

Chopard's installation will be up until April 11.



If you are in #Dubai, come marvel at our exceptional Art installation celebrating the 40th anniversary of the #HappyDiamonds Collection exhibited at @malloftheemirates until April 11. #areyouhappydiamonds #fashiondomeart

A video posted by Chopard Official (@chopard) on Mar 29, 2016 at 3:35am PDT

Chopard previously displayed how a "happy attitude can change the world" through promotions for its Happy Diamonds collection.

Using a contemporary and modern approach, Chopard's imagery showed young, energetic women wearing pieces from the Happy Diamonds collection. To appeal to a younger consumer sect, refreshing a campaign with

youthfulness in a glamorous and sophisticated way is likely to boost interest among women who previously did not interact with the brand ([see story](#)).

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