

ADVERTISING

## Chaumet paints modern romance through Parisian escapade

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*Chaumet's bridal film*

By STAFF REPORTS

French jeweler Chaumet is showing that love triumphs by following a contemporary couple through the streets of Paris.

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To show off its bridal-ready collections, the brand filmed a short video featuring two fiancs on a romantic tour of the city, with an accompanying spread of still images shot by Matthew Brookes. Moving away from traditional bridal notions, the campaign speaks to the next generation of couples as they prep to walk down whatever type of aisle they choose.

### Taking a stroll

Chaumet's film opens on a nighttime scene, showing how the city of light earned its name with a shot of the Eiffel Tower aglow.

A bride wearing a short dress runs toward her groom, planting a kiss on him as her long veil blows behind her.

When the sun comes up, the couple is again seen strolling along the bank of the Seine, and this time the bride has thrown a black leather jacket over her dress.

During the day, they take a drive, ride a carousel and blow bubbles at each other. Their Parisian tour takes them to the Tuileries gardens, the Alexandre III Bridge and the Orangerie Museum, where they see works by Monet.

Eventually they wind up at Chaumet's Place Vendôme boutique, where the bride tries on a "Perles de Vnus" tiara.

### *Bridal Video*

Since its beginnings, Chaumet has been celebrating happiness, with jewelry to mark every occasion on the path to marriage, including engagement rings, wedding bands, tiaras and gifts passed between bride and groom on the morning after the wedding and anniversaries.

The house's founder Marie-tienne Nitot marked the marriage of Napolon and Josphine, starting a tradition.

Commemorating a marital bond centers on jewelry, a position that other houses have celebrated.

Jeweler Harry Winston painted a portrait of a wedding day from the couple's perspective to show how its diamonds play an integral part in the demonstration of romantic commitment.

Allowing consumers to attend the virtual ceremony, the brand teased its "Brilliantly in Love" film with a save the date. For this effort, the brand refrained from creating a specific narrative, instead allowing consumers to identify with the characters as they celebrate their happy day ([see story](#)).

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