

JEWELRY

## Boucheron prompts impromptu displays of affection via Parisian love story

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*Still from Boucheron's Quatre film*

By STAFF REPORTS

French jeweler Boucheron is spinning the tale of a romantic rendezvous to spotlight its Quatre collection.

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A black-and-white narrative film follows a woman's jaunt through Paris, as she visits the Boucheron boutique, strolls through a flower market and eventually meets up with her other half at a caf. This film portrays a lifestyle around the Boucheron brand, allowing consumers to see how its baubles would fit into their own lives and love stories.

### City of Love

At the start of Boucheron's film, the female protagonist is shown in her apartment, as she walks towards a window wearing a relaxed sweater.

As she looks out the pane at the street below, the camera cuts to a Quatre ring sitting on a table.

Venturing outside, the woman hails a taxi and sets out for a day of shopping and leisure in the City of Light, including a stop at Boucheron's flagship and a stroll along a river.

While stopping for a coffee at a caf, her significant other surprises her. They embrace and dance, eventually leaving the eatery for the city streets, running off into the night.

When day breaks, the same couple is shown, as she gifts him the Quatre ring she bought at Boucheron. With the ring on his finger, they clasp hands, a matching pair of adorned hands.

### *Boucheron - The Quatre collection*

Introducing the film on Instagram, the brand says, "The greatest proofs of love are always the most unexpected."

Paris has inspired other jewelry brands as the setting for romantic campaigns aimed at a younger audience.

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

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 ([see story](#)).

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