

JEWELRY

## Chopard fetes warmer weather in vibrant summer campaign

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*Chopard Happy Diamonds collection*

By SARAH JONES

Swiss jeweler Chopard is celebrating the freedom that comes with summertime with the help of three playful muses.

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Proving that its Happy Diamonds collection is equally appropriate for casual attire and occasions, a short film captures a trio of ladies as they frolic on the beach, dance and bask in the warm weather. While diamonds may not typically be associated with summer pastimes, Chopard's places its jewels within quintessential summer scenes.

"The Happy Summer film is a continuation of Chopard's Happy Diamonds campaign and follows in a similar spirit to prior videos," said Jim Gentleman, senior vice president of account management and strategy, **SK+G**, Las Vegas. "It provides a summer-inspired backdrop of blue skies, sandy beaches and cool colors that make for a timely, seasonal celebration of Chopard's Happy Diamonds line of watches and jewelry.

"The video promotes a sense of independence, freedom, innovation and joy, reflective of the Happy Diamonds collection and consistent with its millennial-minded female audience," he said.

Mr. Gentleman is not affiliated with Chopard, but agreed to comment as an industry expert.

**Chopard** did not respond before press deadline.

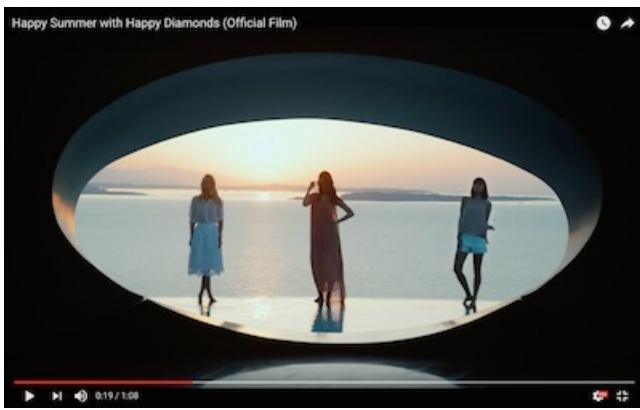
Summertime happiness

"Happy Summer with Happy Diamonds" opens by capturing a cloud floating over a beach. Text explains, "There is a land where my dreams fly above the clouds."

After briefly showing a pendant from Chopard's new Happy Dreams collection, the video stops on the cloud framed by an oval window.

A woman's bare feet touch down upon wet sand. As the camera shows her face, it also introduces her two companions, fashionably dressed young women wearing Chopard timepieces and jewelry.

The trio stands, like the cloud, at an opening in Les Palais Bulles, a futuristic terracotta house in the French Riviera. As they leap into the water, a close-up shot of their Happy Diamonds pieces shows the unset diamonds jumping with them.



*Still from Chopard's Happy Summer film*

While the women swim underwater, they are accompanied by loose diamonds, which act like bubbles, floating toward the surface.

Leaving the water in swimsuits, the women are shown magically changing into street clothes as they flit from one window of the house to another. They head into town in an open-top convertible, laughing and dancing on the way.

The trio stops off at a Chopard boutique, where they swing a series of tote bags, playfully showing off the brand's colorful accessories range.

In the final scene, the women are seen out at a dance club, where they party together, their jewels again moving with them.

A speaker booms, launching diamonds into the air. At the same time, the friends seemingly float into mid-air in slow motion, eventually vanishing along with the stones.

#### *Happy Summer with Happy Diamonds (Official Film)*

Chopard leaves consumers with the message, "My land is Happy Diamonds."

From a link included in the video, consumers can shop an edit of pieces that are summer ready. This includes Chopard's Happy Heart line, which features bright colors.

The edit also includes the Happy Sport timepiece, which has interchangeable straps, enabling consumers to change up the look.

#### New audience

Chopard's recent Happy Diamonds efforts have been centered on introducing the brand to a new generation.

The jeweler 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 shows 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](#)).

Also, Chopard feted the 40th anniversary of its Happy Diamonds Collection with an art installation at Mall of the Emirates.

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 ([see story](#)).

"The Happy Summer film is more of a brand builder than a sales driver," Mr. Gentleman said. "If anything, it emboldens the Happy Diamonds brand story and showcases the line in a fresh, active and fun way."