

JEWELRY

## Chaumet extends impact of house museum via interactive exhibit

January 5, 2017



*Chaumet's virtual gallery*

---

By SARAH JONES

French jeweler Chaumet is opening up its ephemeral museum to a larger audience with the introduction of a virtual gallery space.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Chaumet's 12 Bis microsite launched with a digital recreation of the house's recent "Une ducation Sentimentale" exhibit that ran from February to September last year, allowing visitors to step inside the gallery of artifacts and art regardless of their location. Museum exhibits afford brands an opportunity to educate attendees on their history, but the reach of these displays is often limited, making digital extensions such as Chaumet's a means to increase the impact of this effort.

"Chaumet's interactive microsite helps expand the brand's museum experience beyond Paris to the rest of the world," said Jim Gentleman, senior vice president of account management and strategy at **SK+G**, Las Vegas. "With customers in Europe, Asia, the U.S. and beyond, Chaumet's virtual museum extension effectively brings the brand, its heritage and history to life in a visually compelling and equally informative way."

Mr. Gentleman is not affiliated with **Chaumet**, but agreed to comment as an industry expert. **Chaumet** was reached for comment.

### Stroll through time

Chaumet's microsite is accessible both from desktop and mobile device, with a mobile-optimized version using touchscreen navigation. On a computer, the experience uses scrolling to guide the viewer through the displays.

Much like Chaumet's Muse Ephmre at 12 Place Vendme, the story is told via photos, drawings and archive pieces. In the online version, the viewer is taken through a series of thematic galleries,

Une ducation Sentimentale, looks at the LVMH-owned house's role in affairs of the heart, from its ceremonial pieces to charms that celebrate a birth.

When taking the virtual walk, a user can click on images to enlarge them. Icons can also be clicked to get a pop-up with more information.



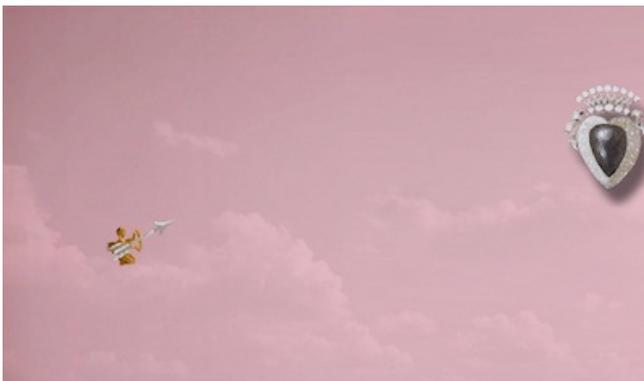
*Chaumet's 12 Bis gallery*

This reflects the experience at a museum, in which visitors can view artwork with or without reading the plaques displayed alongside them.

Within this digital display, Chaumet has incorporated interactive touchpoints.

For instance, one section informs the viewer of Chaumet's acrostic jewelry, in which different gemstones correspond with letters to spell out secret messages. The site allows consumers to make and share their own piece by selecting gems, following in the footsteps of Napoleon, who often gifted these jewels to his wife and other family members.

Taking inspiration from the symbolic Cupid's arrow, Chaumet also includes a game. After clicking an arrow affixed to a wheel, the point spins to reveal varying levels of love.



*Screenshot of Chaumet's game*

The more the love, the bigger the heart the player has to try to hit next.

These interactive features encourage consumers to share them on social media, which may help drive traffic to the microsite beyond Chaumet's own audience.

Chaumet also invites consumers to sign up for its newsletter to be kept up to date on future exhibits.

"The online museum experience could create a deeper loyalty among Chaumet's customers as well as introduce the brand to new, potential buyers of fine jewelry and watches," Mr. Gentleman said. "The microsite provides background on both Chaumet's history and iconic pieces. It does a nice job of both storytelling and showcasing its high-end jewelry."

#### Multichannel museum

Digital media allows exhibits to transcend their physical space.

Jeweler Van Cleef & Arpels explored gemology and the craft that goes into its pieces through an exhibition at the ArtScience Museum in Singapore.

"The Art & Science of Gems" focused on both the artistic capabilities necessary to develop fine jewelry, as well as the science that leads to the formation of precious stones and minerals. For those who cannot make it to Singapore, Van Cleef & Arpels made the museum experience available through a dedicated microsite ([see story](#)).

Also, French leather goods house Hermès is celebrating the art of exploration and urban meandering with an exhibit at Saatchi Gallery in London.

Opened April 9, 2015, Wanderland features a curation of objects pulled from the Herms archives and positioned to form a "cabinet of curiosities" that references Parisian-inspired scenes. This exhibit celebrates Herms' Parisian heritage while also showing the brand's singular point of view and adoration for the unpredictable.

To introduce the exhibit to its consumers via its content site, Herms created a feature which allows consumers to wander digitally through a series of shorts and animations related to the showcase ([see story](#)).

"Consumers are more likely to remember a brand when they interact with it," Mr. Gentleman said. "In many ways, this virtual tour cleverly engages users to learn more about Chaumet's fine jewelry and watches."

"The social media links to Facebook, Twitter and Pinterest are a nice touch to extend the brand's reach beyond the virtual museum," he said. "But in today's world of immediacy and one-step transactions, a buy' button for pieces inspired by the museum's collection would probably be welcomed by many of the brand's enthusiasts."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.