

JEWELRY

Chaumet puts lens on up-and-coming film talent

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Portrait of Lily-Rose Depp by Valrie Donzelli

By STAFF REPORTS

French jeweler Chaumet is supporting up-and-coming film talent by giving them a public spotlight.

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Continuing its 13-year partnership with the Csar Academy, Chaumet hosted an event for the 34 young actors nominated for the academy's Rvlations category, premiering a series of photographs capturing these faces. For the occasion, Chaumet held a public event in its salons for the first time, connecting the cinematic community with their audience.

Stars in the making

The Rvlations photo project is now a tradition, inviting a prominent director to shoot the nominees in still images and a short film. This year's collaborator is Valrie Donzelli, who follows 2015's Mathieu Csar and 2016's Sonia Sieff.

Ms. Donzelli's portraits capture the actors outdoors in moments that appear candid. The film sheds more light on the scene, showing the group playing a game of soccer.

The photographs and film were unveiled at an event at the Salons Chaumet on Jan. 19, with the honorees attending alongside an industry godparent. In addition to the event, the film will be available online as well as screened in more than 400 movie theaters until Jan. 31.

Rvlations Chaumet 2017

Chaumet's salons at its townhouse at 12 Place Vendme also hosted an event titled "The Diamond, the Star of Cinema," during which director Nicole Garcia and actress Brnice Bjo appeared.



Chaumet's "The Diamond, the Star of Cinema" event

Many luxury brands have a mutually beneficial relationship with film, leveraging the art form's ability to transport and storytell.

Fashion should not be treated as a series of products, but as the presentation of a lifestyle, according to an Armani executive.

At the Cond Nast International Luxury Conference Armani global communications director Claudio Cal spoke of how the brand has leveraged the power of cinema to elevate its brand beyond products. Fashion and cinema have had a dialogic relationship for decades, and by leveraging cinematic tools, fashion brands can give themselves and their products a fuller lifestyle ([see story](#)).

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