

JEWELRY

Nirav Modi pops the question in playful narrative

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Nirav Modi's "Say Yes, Forever" campaign

By SARAH JONES

Indian jeweler Nirav Modi is injecting humor into an orchestrated proposal plot to make a relatable appeal for its bridal collection.

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The brand's "Say Yes, Forever," which stars brand ambassador Priyanka Chopra alongside Sidharth Malhotra, finds the protagonist looking worried as his carefully planned evening seems to be going off-course. Released on Valentine's Day, the campaign looked to build on the romantic atmosphere of the holiday.

"The idea was to capture two things by depicting a couple and a scenario that we can all relate to: a Nirav Modi proposal is a magical, transformational moment and the Nirav Modi ring represents the commitment of a lifetime," said Ashini Kothari, vice president, marketing and business strategy at [Nirav Modi](#).

Change of plans

[Nirav Modi](#)'s film opens on a restaurant's open air balcony. Mr. Malhotra is making last minute checks on the music, confetti and food he has arranged to surprise his date.

He shushes his accomplices as he sees Ms. Chopra arrive, taking a moment to peek inside the red ring box he is holding, which holds an engagement ring.



Video still from Nirav Modi's Say Yes, Forever

As he greets his girlfriend, she appears upset, saying, "I'm never going to say yes again." The meaning behind her decisive statement become clearer as the couple sits down.

Ms. Chopra recalls being taken advantage of by a number of individuals in her life. Her boss assigns her extra shifts after she agrees once, while her coworker asked for a loan and then quit his job, leaving her no way to get her money back.

As the actress continues, her date tries to subtly motion to his coconspirators to hold off, not wanting to surprise her when she is venting. He is unsuccessful at going unnoticed, as she asks him what is up.

However, this curiosity is short lived, as Ms. Chopra's character continues her tales, which include a friend who borrows too many clothes and cat sitting for her sister, which left behind odors. After her many examples, she declares that she is going to spend an entire month saying no instead.

Mr. Malhotra touches the ring in his pocket, and again gets noticed by his girlfriend, who is now void of distractions. She pesters him about what he is up to until he gives in.

Smiling across the table, he puts the box on the table and slides it in front of her. On cue, a sign lights up reading, "Will you marry me?" and the confetti flies.

Breaking his silence, the actor asks, "How about a yes one last time?"

Say Yes, forever

Ms. Chopra, who was announced as Nirav Modi's brand ambassador earlier this year, is a popular celebrity in India. The Bollywood actress and winner of Miss World 2000 is now gaining more notoriety in the United States as the lead in the ABC series "Quantico."

"The Nirav Modi woman is effortlessly chic and needless to say, Priyanka embodies this," Ms. Kothari said. "She is a trailblazing woman, juggling many roles actor, singer, producer and philanthropist. She represents everything the brand stands for.

"Luxury communication has traditionally been a little distant," she said. "The playful tone is representative of the Nirav Modi brand that likes to innovate and focuses on the delight that comes with special moments and precious gifts."

International appeal

Nirav Modi recently accompanied its growing retail presence with an advertising campaign shot by Peter Lindbergh.

As Nirav Modi opens additional boutiques around the world, its first advertising campaign outside its home market, featuring a cast of international models, helped the jeweler spread awareness of its offerings. In 2015, Nirav Modi opened its first United States boutique on New York's Madison Avenue, acknowledging the importance of a strong bricks-and-mortar strategy to cull global consumers' sentiment ([see story](#)).

While the jeweler's bridal campaign features Indian actors, the narrative speaks to global experiences.

Jewelers often incorporate their diamonds into proposal narratives, inspiring consumers to include them regardless of how they pop the question.

For instance, French jewelry maison Cartier got in the spirit of Valentine's Day with a social video telling the story of three different engagements.

The Proposal was composed of three stories, "At the Museum," "In the Elevator" and "At the Airport," which work together to show that engagements can happen at any time and that everyone appreciates a Cartier ring ([see story](#)).

"Valentine's Day provided the right context to launch a story about commitment and love," Ms. Kothari said. "The bloggers and online portals that we spoke to were excited to have a unique yet relatable story with a dash of humor. It stood out from regular communication but was quite easy to integrate into topical features."