

JEWELRY

## Chaumet's Gaits Parisienne film explores the brand's past and future

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*Chaumet's Gaits Parisienne film, video still*

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By DANNY PARISI

LVMH-owned Chaumet's latest video campaign continues the brand's push to position itself as not only a jewelry house with a long history, but one that young consumers associate with romance and love.

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The new video campaign is titled "Gaits Parisienne" and follows two young lovers as they come together and drift apart in a variety of settings and environments inspired by different periods and movements in fashion history. Chaumet is hoping that the association with romance and testament to the brand's long history will bring in new customers.

"The fashion world enjoys celebrating established designers and creatives," said Lauren Bates, marketing manager and lead storyteller at [Blue Moon Digital](#), Denver, CO. "Now, this is not to say that younger designers aren't celebrated, they most certainly are.

"But fashion, after all, is a fickle creature and designers and creative directors can fall out of favor quickly," she said. "So, Chaumet is trying to express, in a subtle way, that they have stood the test of time."

Ms. Bates is not affiliated with [Chaumet](#), but agreed to comment as an industry expert. [Chaumet](#) was reached for comment.

### Past and future

Chaumet's latest video campaign, hosted on the brand's YouTube page, is simultaneously an introduction to the brand aimed at younger consumers and a testament to its long and storied history.

In the short film, a young woman is shown wandering around a variety of locations both natural and manmade, all with special meaning to the brand's hundreds of years of history as well as its heavy association with Paris.

The young woman seems to travel between time periods and fashion aesthetics, from a large 19th century manor house and classic ball gown, to a modern art installation and a fashion-forward masculine suit.



### *The short film makes vivid use of color*

In each setting, the young woman drifts toward and away from a young man, whose style also matches the environment in which they meet.

Throughout, each setting is linked by heavy uses of the color blue and images of blue Chaumet jewelry.

The dreamy, romantic atmosphere of the film is supplemented by music that combines symphonic orchestrations with pulsing modern dance beats.

Chaumet's short film travels between the many ages and styles that the maison has been a part of, all the while supporting the romanticism of youthful love.

### *Chaumet's Gaits Parisiennes*

The focus on everlasting youth and romanticism is Chaumet's effort to reach out to younger consumers, showing that despite the brand's age, it still welcomes and thrives on youthful shoppers.

"Everything in the short is opulent and very French," Blue Moon Digital's Ms. Bates said. "It looks like Chaumet is focusing on a wider demographic and truly understands the importance of their millennial consumer."

### *City of lights*

Chaumet has always associated itself with love and romance, but in the modern world, it may be hard for some luxury jewelers to get millennial consumers on board.

For one, young people are getting married later or, in many cases, not at all.

What is more is that younger consumers today are purchasing less jewelry than ever before for a number of reasons both cultural and economic.

All this equates to a tough sell for many jewelers, which is why Chaumet is pushing to position itself as a millennial-friendly brand. Chaumet wants to capture more of the millennial audience who may be hesitant to make the plunge and purchase jewelry.



### *Romance is the central theme of the short*

This is not Chaumet's first attempt at using romance in marketing, however. Most recently the brand introduced a mobile application designed for two people to give them a tour of Paris.

The brand's You Me Paris application uncovers "hidden gems" in the City of Lights that are best seen with a romantic partner, laying out ideas of eateries, hotels and walking itineraries ([see story](#)).

"This short is also a nod to their changing demographic," Blue Moon Digital's Ms. Bates said.

"The creative direction encompasses both the old romance of France by shooting at the Garnier Opera in black and white, the Jardin des Tuileries and Place Vendme," she said. "But, there is also a more modern aesthetic when the couple is at the Louis Vuitton Foundation.

"The storytelling in the piece, the use of shooting in black and white and in color, the clothing and the style of cinematography, allows the viewer to travel through the decades and reminds them of where the jeweler has been, and how they have their sights set on the future."

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