

JEWELRY

Chaumet nurtures young talent in 21st-century tiara design effort

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Chaumet

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LMVH-owned jeweler Chaumet is spotlighting the brand's history as well as nurturing a new generation of design talent by highlighting the work of design students.

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The video series follows students from Central Saint Martins at the University of the Arts London as they compete to design a "21st century tiara" for the brand. The designs are narrowed down to the top eight, from which the winner is chosen.

"By partnering with educational institutions, luxury brands are taking an active role in shaping future luxury leaders in ways that are both relevant and beneficial to the industry," said Kristie McGowan, director of the [Global Luxury Management Program](#), Poole College of Management, NC State University, Raleigh, North Carolina. "The complex nature of the luxury industry necessitates fresh, new perspectives to continually create products that transcend time and trends.

"Industry-academic partnerships are vital to nurturing talent that will create value in the ever-evolving landscape of the luxury industry. By giving students opportunities to partner on industry projects, luxury brands are creating important learning experiences that go beyond the classroom and turn theory into practice."

Ms. McGowan is not affiliated with Chaumet or Central Saint Martins but agreed to comment in an expert capacity.

21st century tiara

While luxury brands often romanticize the past and pay tribute to the titans of design that shaped the industry, many still take the time to look forward to the young designers of today who will be major players in the future.

Most often, this takes the form of partnering with educational institutions that focus on art and design. This is the motivation behind the latest video campaign from Chaumet that highlights students from Central Saint Martins as they compete in a design challenge arranged by the brand.

In this competition, students from Central Saint Martins's jewelry design program visited museums and viewed old

models of tiaras, a pillar of the Chaumet brand. From there, the students were assigned a challenge: design a new tiara for the 21st century.

The students spent time studying older styles of tiara as well as sketching and brainstorming ideas for their designs. Each student is introduced to the viewer with a bit of their background and inspiration for the designs.

Chaumet's Meeting With History

Ultimately, the designs were narrowed down to the top eight, which were presented in prototype form. Chaumet selected the winner, a design from an English student inspired by a formal French garden.

Throughout the four-part series, Chaumet representatives spoke highly of the diverse array of students who showcased designs, praising their creativity and ability to integrate traditional design styles of tiara with fresh and modern ideas.

"Luxury brands that elect to partner with educational institutions to nurture young talent find benefits in several areas of their business," said Rebecca Miller, founder and CEO of [Miller & Company](#), New York.

"They feed their talent pipeline by creating competitions that not only produce fresh and inspiring designs, but they also are creating a controlled environment by which they have the opportunity to be exposed to how young minds see the world and their brands thru the experiences and lenses of the various global cultures."

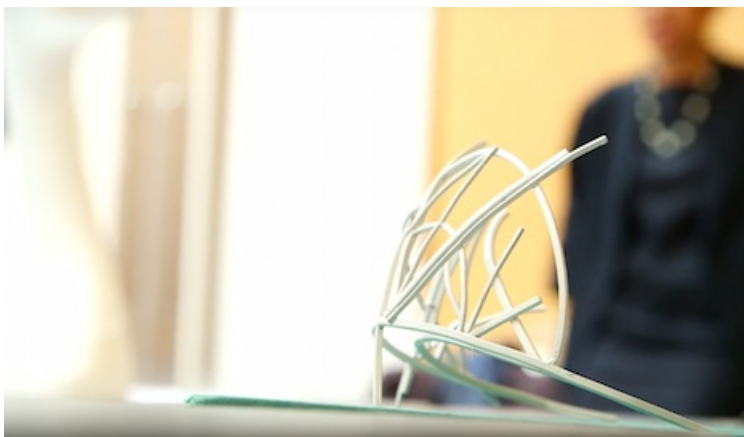
Nurturing the future

Luxury brands' engaging with educational institutions is not a new phenomenon. While many brands rely on the weight of high-profile designers, they still need an influx of new talent and it is in their best interest to cultivate such talent.

This is especially true for LVMH, the parent company of Chaumet, which has established firm partnerships with many educational institutions, including Central Saint Martins, and its many brands.

For example, LVMH-owned watchmakers Tag Heuer and Zenith came together to establish the LVMH Ecole d'Horlogerie, a school dedicated to the craft of watchmaking.

The watchmaking school is based on an original apprenticeship training program in partnership with LVMH Institut des Mtiers d'Excellence. One of the dominant challenges currently facing the luxury market is worrying about and securing future talent as many skilled craftsman retire without a next generation, and many young individuals shy away from traditional artisan skills ([see story](#)).



The winning design

This trend extends outside of watches and jewelry to more industrial luxury sectors, such as Jaguar's "Young Women in the Know" campaign that sought to get more young women interested in the study of industrial design and engineering.

Jaguar's "Young Women in the Know" program gives female students between 15 and 18 years of age insight into engineering and manufacturing. The four-day program acts as precursor to the automaker's apprenticeships with more than 90 young girls participating ([see story](#)).

As brands seek to plan not just for the next year but for the next 25 years, it is important for them to seek out and cultivate rising talent for their own benefit and for the benefit of potential designers and craftsmen everywhere.

"These types of programs often aim to help future leaders learn how best to handle luxury brand management challenges, to explore key sectors within the luxury market, and develop an in-depth understanding of the many facets of working in the luxury industry," Ms. Miller said.

"The London Business School was cited as saying in a Harvard Business School article that students, interns and employees who feel welcome to express their authentic selves in an educational and or work environment exhibit higher levels of organizational commitment, individual performance, and propensity to help and mentor others. An eco system of creativity.

"The partnership of Chaumet and Central Saint Martins "21st Century Tiara" competition serves as a perfect platform allowing all participants to perform against their specific goals and initiatives. It has been designed to give and receive seemingly in equal measures."

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