

JEWELRY

Chopard links with Rihanna for “urban chic” jewelry lines

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Rihanna modeling the Rihanna Loves Chopard jewelry collection

By STAFF REPORTS

Swiss jeweler Chopard is the latest luxury brand to align itself with Rihanna, tapping the pop star's aesthetic for co-designed collections.

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For Rihanna Loves Chopard, the recording artist worked with Chopard's co-president and creative director Caroline Scheufele to develop two lines, including a high-jewelry range. With a highly individualistic personal style and a huge following, a number of luxury houses, including Manolo Blahnik and Dior, have worked with Rihanna in a design capacity.

Creative collaborator

Teasing the collection debut on its social and digital channels, Chopard looked back on the many times Rihanna has chosen to wear its designs on the red carpet.

Chopard's haute joaillerie collection takes inspiration from Rihanna's home country of Barbados, bringing in elements that represent key parts of the culture such as its colorful gardens and Carnivale. While the collection has not officially launched, Rihanna already wore a pair of earrings and a ring from the line to the Grammy Awards in February, and she also posed on the cover of Harper's Bazaar this March in another set of earrings.



Rihanna at the 59th Annual Grammy Awards in Chopard

This high jewelry line will premiere in May to coincide with the Cannes Film Festival. The collection marks both the festival's 70th anniversary and Chopard's 20th year partnering with the event.

A jewelry collection takes a more geometric approach. Incorporating Chopard's rectangular ice cube shape, the collection of 18-carat rose gold necklaces, rings, bangles and earrings features splashes of "jungle green."

"Rihanna and I collaborated closely on the collections so you can feel her unstoppable energy, strong creativity and inherent sense of design in every piece," Ms. Scheufele said in a statement. "With her unique style, she redefines the way people see and wear jewelry."

From April 7, consumers can pre-order the jewelry collection, which will debut at retail in June.

"I have always been in love with Chopard's exquisite jewelry, so to actually design collections with them is something I still can't believe," said Rihanna in a brand statement. "It was a really incredible process and I learned so much! I can't wait for everyone to see it."

French atelier Christian Dior evolved its relationship with singer Rihanna from campaign ambassador to creative collaborator for an eyewear collection.

In 2015, Rihanna fronted Dior's Secret Garden IV campaign, helping to modernize its brand image and tap into the singer's high-profile celebrity ([see story](#)). Rihanna has continued to extend her creative roles with a number of fashion houses, including, most recently, footwear label Manolo Blahnik ([see story](#)), proving that celebrity-fronted collections have a place in the greater luxury arena ([see story](#)).

Named a Style Icon by the Council of Fashion Designers of America in 2014, the singer also led the NPD Group's recent rankings of the most marketable celebrities ([see story](#)).