

JEWELRY

## Chaumet highlights guests, designs in Chaumet World interview series

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*Chaumet's latest video series put a spotlight on the high-profile guests that attended its latest show*

By DANNY PARISI

After debuting new collections at a Beijing event, French jeweler Chaumet has released a series of videos interviewing high-profile guests about their feelings toward the brand and its newly revealed pieces.

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In three short videos, notable names from the Chaumet World guest list talk about the brand and the event they attended. The video series aims to capture the romance of the event by highlighting the glamour of celebrity guests and their love for Chaumet designs.

"The strategy behind these short interviews is to further extend the impact of the world event to those who couldn't be there, giving viewers a glimpse of the people and essence of the event," said Nicole Larrauri, president of **EGC Group**, Melville, New York.

Chaumet World

Chaumet has been promoting its events in China for a while now, with Imperial Splendors, an exhibition on the history of jewelry design, premiering in the market most recently.

At the LVMH-owned jeweler's Chaumet World event, the brand unveiled new designs and brought in a variety of high-profile guests.

These guests and designs are at the heart of a new video series from the brand that highlights attendees of its Beijing event.

Each video introduces a different guest of Chaumet World where they were briefly interviewed about Chaumet and Chaumet World. Additionally, each interviewee is also given the chance to inspect some of the designs up close and even try them on.

The guests range from around the globe, with attendees from Asia, Europe and North America featured in the videos. Models and actresses are all among the highlighted guests.

The first video focuses on Jun Hasegawa, a Japanese-American model known for her work in Vivi. She tries on a

few of the designs and talks about Chaumet's role in the jewelry world.

Chaumet's second video focuses on Audrey Tautou, a French actress, as she walks the carpet before the event and admires the designs from Chaumet's newly revealed collection.

Finally, the third video profiles Kirsten Dunst, an American actress, as she talks about what makes Chaumet jewelry unique, complimenting the brand's organic designs.

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The Chaumet World video series paints a picture of where the brand is in the present, in sharp contrast to recent video campaigns where Chaumet has focused on the past.

Imperial Splendours, Chaumet's recent exhibit at the Imperial Palace in Beijing, took a look back through jewelry's history with a future aesthetic.

The exhibit, Imperial Splendours, focuses on the art of jewelry from the 18th century to today and will debut in China. The video campaign uses a futuristic visual language juxtaposed with traditional jewelry images to make a bold statement and entice viewers to come to the event ([see story](#)).

Similarly, another recent video campaign portrayed eras of the brand's past through different sections of one short film.

That video was titled "Gaits Parisienne" and followed 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 ([see story](#)).

Juxtaposed against those images of the brand's past and future, these Chaumet World videos focus on the "now" of Chaumet's designs.

"The campaign is a smart integration of live events and digital video, which separately are engagement drivers in luxury marketing and when done collaboratively work even better," Ms. Larrauri said.

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