

JEWELRY

Boucheron paints profile of free spirit in poetic short

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Boucheron's Serpent Bohme collection

By SARAH JONES

French jeweler Boucheron is establishing the bohemian character of one of its iconic collections in an intimate portrait.

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In a film for its latest Serpent Bohme line, the brand took a laid back approach, featuring a model relaxing at home while waxing poetic about an imagined life together with an unidentified partner. Inviting consumers into this imagined character's home enables the brand to get at the heart of the line's personality, building a natural portrait of this individual and the jewelry she wears.

"This video uses the poem 'L'invitation au voyage,' where the poet tells a special someone of an amazing journey to a luxurious location they will take together," said Simon Gerard, content director at **Luxury Branded**. "I see the video concept as the woman is at home, fantasizing about going on this adventure.

"I feel Boucheron wants to communicate that this collection shares the feelings of adventure and fantasy of the poem," he said. "Also by featuring a famous poet from the same era of Boucheron's inception, it subtly highlights their shared significance to French culture."

Mr. Gerard is not affiliated with **Boucheron**, but agreed to comment as an industry expert. **Boucheron** was reached for comment.

At home

Boucheron's film takes place entirely within a gilded home. Despite the ornate surroundings, including golden moldings, the protagonist maintains a casual vibe as she lounges on a sofa or walks through the living quarters.

The film opens to the ambient noise of waves. When the viewer first sees the woman, she is reclined on a fainting couch reading from a book.



Image from Boucheron's Serpent Bohme campaign

A voiceover recites the Charles Baudelaire poem "L'invitation au voyage" from his volume "Fleurs de mal," or "Flowers of Evil." Speaking to "my child, my sister," the narrator talks of living in a "land that is like you" until death.

As she reads, she casually plays with the chain of her Serpent Bohme necklace.

Next, the woman is seen walking through her home. Illustrating the line of the poem talking about the scent of flowers and amber, she rubs a fragrance on her neck.

The refrain of the poem, "There all is order and beauty/Luxury, peace and voluptuousness," is repeated throughout the film.

In another scene, the woman's black cat makes an appearance, providing additional insight into her home life.

Finally, the woman studies a series of photographs before building a collage on her wall.

Boucheron - Serpent Bohme

"I think having the narration in French does more to attract than alienate non-French speakers, as it's natural to the brand, setting and poem," Mr. Gerard said. "Even if there were no subtitles, the voice and visuals still conjure similar feelings as the poem's words."

Serpent Bohme, which dates back to 1968, features Boucheron's serpent motif, a symbol of both protection and eternity.

Now in color

Boucheron's newly launched pieces in Serpent Bohme feature colored gemstones rather than the line's traditional diamonds.

Consumer sentiment for colored-gemstones such as rubies, emeralds and sapphires is on the rise, particularly with millennials, according to research by colored-gemstone miner Gemfields.

Founded in 2004, London-based Gemfields is the world's leading supplier of responsibly sourced colored-gemstones including rubies, emeralds and amethysts. As a supplier, Gemfields provides colored-stones to international jewelers such as Chopard and Bulgari, and is the outright owner of Faberge, dealings that place the brand at the epicenter of its market ([see story](#)).

A number of brands have also keyed into the growing consumer interest in colored stones.

Piaget's Possessions line was recently given a colorful update.

Priced more accessibly than other collections, the pieces in 18-karat white and pink gold are embellished with

diamonds and precious stones in vibrant colors. This collection marked Piaget's debut on third party ecommerce platform Net-A-Porter, the first time it had sold its jewelry outside of its direct-operated channels ([see story](#)).

"Calling this collection 'free-spirited,' the obvious would be to show an adventure like described in the poem," Mr. Gerard said. "Counter-intuitively, they used a casual home environment, which ends up a much more subtle way to showcase the spirit of Serpent Bohme.

"You see the woman draw inspiration from the poem by applying perfume, going through travel photos and a longing look out the window. Instead of showing someone else's 'Invitation Au Voyage,' it invokes the viewer to dream up their own."

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