

JEWELRY

De Grisogono's Crazymals collection channels a zany animated atmosphere

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De Grisogono's Crazymals seem to be aimed at an American audience. Image credit: de Grisogono

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Swiss jeweler de Grisogono's latest jewelry collection brings a cadre of wacky characters to a series of pendants and rings.

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The collection, called Crazymals, sees a series of seven animal characters personified in jewelry form, each with their own accompanying personalities and character traits. A short film fleshes out each character and draws attention to their distinctive styles.

Crazymals

"Wacky" is not an adjective one often associates with luxury brands, but that is the best way to describe the newest jewelry collection from de Grisogono.

The brand is releasing a new series of pendants and rings called Crazymals. Each of the seven pieces features a different character with a unique design, name, personality and quirks.

Each character is also an anthropomorphized animal, ranging from bears to flamingoes to ladybugs.

On de Grisogono's Web site, the brand chronicles each character, giving them a name and backstory in an attempt to make these characters more appealing and personally expressive for consumers.



Frankie, the crooner snake. Image credit: de Grisogono

Customers can read these bios and decide which character they identify with the most before making their purchasing decision.

One character, Great Ladybug, also known as Kate, is billed as a Hollywood starlet with an exuberant personality. She is described as spontaneous, talkative and witty with a strong and ambitious personality.

Another character, Crooner Snake, also known as Frankie, is styled as a lounge singer, with a bow tie and smooth appearance. His character is described as charming and cool.

By describing each character in these terms, de Grisogono is encouraging customers to express themselves through identifying with one of the characters.

An accompanying short film uses a stop motion style to give each character their personality and place them in a wacky context.

American tastes

The Crazyimals collection is a decidedly American-friendly creation, trafficking in the kind of zany imagery that is popular in American media and animated films.

While de Grisogono is primarily based in Switzerland and Europe, recent partnerships have enabled the brand to operate in the United States more efficiently as well.

De Grisogono has entered a partnership with jewelers DLK to bring creative high-jewelry to the United States.

Through its partnership with DLK, owned by David and Lisa Klein, de Grisogono will be closer to its goal of increasing its involvement with high-jewelry and precious stones. Partnering with DLK will enable de Grisogono to develop its brand activities in the U.S. as well ([see story](#)).

De Grisogono's Crazyimals

One of the brand's most recent campaigns focused more on its home country. De Grisogono put together an interactive guide to St. Moritz for the ultimate alpine get-together experience.

Each winter season, de Grisogono celebrates its Swiss heritage by heading to the Alps during prime ski conditions. At the center of its Swiss Alps-themed venture is de Grisogono's Black Book, a print travel guide dedicated to a location particularly popular for winter activities such as apres ski ([see story](#)).

Whether Crazyimals will catch on in the U.S. market is still to be determined but its use of American iconography,

such as the Hollywood starlet and crooner tropes, certainly positions it to be appealing to American audiences.

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