

JEWELRY

Top 10 luxury jewelry and watch efforts of H1

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Vacheron Constantin Historiques Comes de Vache 1955 Limited-Edition for Hodinkee. Image credit: Vacheron Constantin

By JEN KING

During the first half of 2017, fine jewelers and watchmakers set out to prove that slow and steady may be the best strategy for their sector.

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Notoriously reluctant to embrace change, the jewelry and watch sector has slowly adapted to changes in buying behavior and consumer expectations. Despite continued industry challenges such as declining exports and sales, luxury brands with a hand in fine jewelry and timepieces tested new strategies including see-now, buy-now, satirical smartwatches and laser-focused marketing campaigns geared toward millennial shoppers, a demographic which in the past has not shown much enthusiasm for the category.

Here are the top 10 jewelry and watch efforts of the first half of 2016, in alphabetical order:



Panthre de Cartier campaign shot by Sofia Coppola. Image credit: Cartier

Cartier's nod to the 1980s

Richemont-owned Cartier debuted its revived Panthre de Cartier timepiece on ecommerce seller Net-A-Porter prior to a launch at its own points of sale.

Cartier teamed with Net-A-Porter for an exclusive pop-up shop May 2-31 to bring the 80s classic back to market. As jewelers and watchmakers continue to warm to online selling, Net-A-Porter has emerged as the go-to partner for exclusive launches, working with Chanel, Tiffany & Co. and IWC, to just name a few.

During Salon International de la Haute Horlogerie 2017 in Geneva, Cartier announced that it would be reviving the 1980s' classic, the Panthre de Cartier women's wristwatch. Originally released in 1983, Cartier ceased production of the timepiece in 2004, but consumer demand has lead the French jeweler to return the watch to market.

The Richemont-owned jeweler also worked with Sofia Coppola on an advertising campaign and tied in its first consumer-facing public event in New York for Panthre ([see story](#)).

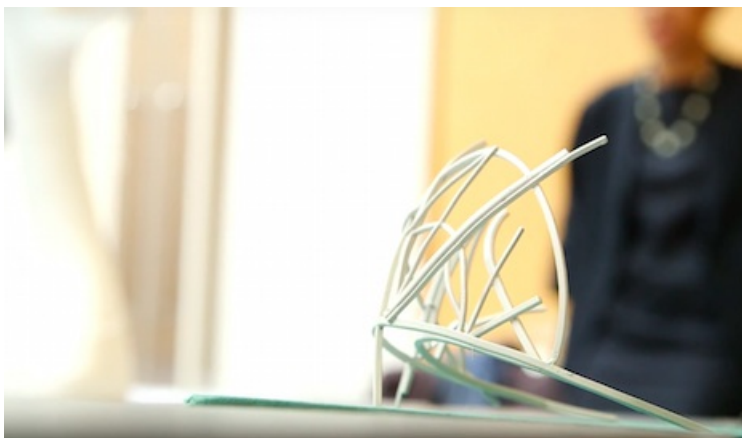


Still from Inside Chanel's Chapter 19 on timekeeping. Image credit: Chanel

The Time of Chanel

French fashion house Chanel explored its founder's fascination with the present, mirroring the brand's current homage to Gabrielle Chanel by focusing on her habit of mixing past and future.

"The Time of Chanel" focused on the many aspects of Ms. Chanel's approach to the present as well as timekeeping itself, as the film featured a number of Chanel watch designs. When Chanel released the film on March 30, watches were on consumers' minds, as the label and others had just debuted their latest creations at Baselworld ([see story](#)).



Chaumet invited Central Saint Martins students to design tiaras. Image credit: Chaumet

Chaumet's 21st-century tiara designs

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

In this competition, students from Central Saint Martins' 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.

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 ([see story](#)).



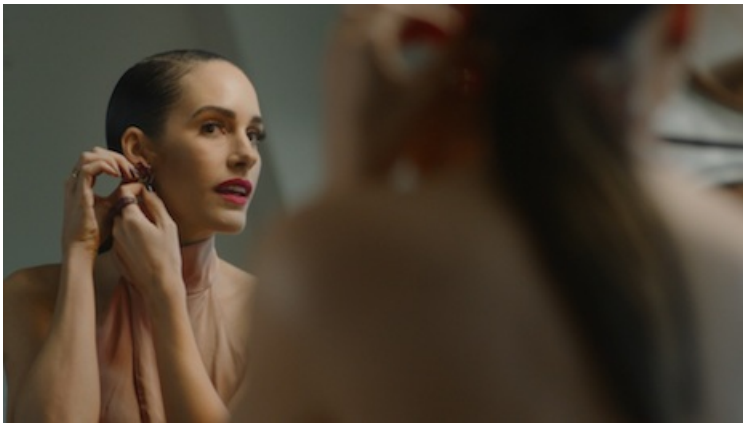
Rihanna modeling the Rihanna Loves Chopard jewelry collection. Image credit: Chopard

Chopard urban chic

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

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.

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 ([see story](#)).



Louise Roe for Vogue Video x Gemfields' The Ritual. Image credit: British Vogue

Gemfields' rituals

Cond Nast-owned Vogue Video is giving a glimpse into the daily routines of three entrepreneurial woman by sharing how jewelry and sustainable gemstones fits into their lives.

British Vogue's "The Ritual" is a three-part series produced in partnership with colored-gemstone miner Gemfields that aired on the Vogue Video channel. The series of three video shorts, produced in partnership with Gemfields, takes a candid look at the personal routines of three influencers.

Each influencer's daily routine is captured to show how successful, creative women go about their days, including the stressors and annoyances that happen along the way ([see story](#)).



H. Moser's new watch also serves as a proclamation of the superiority of mechanical watches. Image credit: H. Moser & Cie

H. Moser & Cie's not-so-subtle jab

Swiss watchmaker H. Moser & Cie has debuted a new timepiece with a strikingly familiar design that is seemingly a direct send-up of the Apple Watch.

The Swiss Alp Watch Zzzz is almost a direct copy of the Apple Watch with one key difference: it is entirely analog. Communications for the timepiece make the comparison almost explicit, suggesting that H. Moser is having some fun at the expense of the tech-obsessed while reinforcing the superiority of its high-end watches.

H. Moser has made its opinion on the Apple Watch clear with the release of its new Swiss Alp Watch Zzzz, which at first glance is almost indistinguishable from an Apple Watch ([see story](#)).



Prada's Talisman collection is the brand's first to use semiprecious stones. Image credit: Prada

Prada's mythology

Italian fashion house Prada is imbuing its debut jewelry line with a sense of the mystical and natural through a walk in the woods.

The label's first semiprecious jewelry collection, dubbed Talisman, is an homage to what the brand refers to as the original designs, as individuals in ancient times would construct and revere objects for their magical properties. Introducing the unisex accessories, the brand is exploring some of the imagined powers of these semi-precious objects through a short film.

Prada's Talisman pieces are constructed out of silver and semi-precious stones, with additional natural materials ([see story](#)).



Tag Heuer Connected Modular 45. Image credit: Tag Heuer

Tag Heuer see-now, buy-now

LVMH-owned watchmaker Tag Heuer is honoring horological tradition with the introduction of a truly modular smartwatch, the Connected Modular 45.

Tag Heuer Connected Modular 45 has been designed, developed and assembled in the same spirit and exacting standards of the brand's analog timepieces, but with Intel and Google technologies. For the first time, Tag Heuer Connected wearers can interchange watch components to fit their mood, similar to customizations seen on a traditional watch.

Tag Heuer distributed the Connected Modular 45 using a see-now, buy-now strategy, the first watchmaker to use the fashion concept. As of March 14, the Connected Modular 45 smartwatch could be purchased online, at Tag Heuer boutiques and through a selection of retailers ([see story](#)).



Lady Gaga for Tiffany & Co.'s Legendary Style campaign; Photo by Hanna Besirevic, image credit: Tiffany & Co.

Tiffany and Lady Gaga go to the Super Bowl

U.S. jeweler Tiffany & Co. debuted a new fashion jewelry collection during a 60-second television spot that premiered during Super Bowl LI on Sunday, Feb. 5.

In a first for the brand, Tiffany's commercial featured singer Lady Gaga, who also performed during the Super Bowl Halftime Show. Part of the Grace Coddington-produced "Legendary Style" campaign, the commercial promotes Tiffany's new Tiffany HardWear collection.

Tiffany chose to work with Lady Gaga as a personification of its New York attitude. The singer is known as "fiercely feminine and fearlessly original," qualities that reflect Tiffany's campaign message of female confidence, beauty and substance ([see story](#)).

Vacheron Constantin's ecommerce blitz

Swiss watchmaker Vacheron Constantin experimented with online ordering for the first time through a partnership with horology publication Hodinkee.

Vacheron Constantin and Hodinkee teamed for the project back in 2015, which resulted in the creation of the Vacheron Constantin Historiques Cornes de Vache 1955 Limited-Edition for Hodinkee. Due to the watchmaker's lack of ecommerce on its Web site, Hodinkee served as the selling platform for the collaboration.

Hodinkee retailed the Cornes de Vache for \$45,000, and opened an online reservation request portal to field

potential buyers. The 36 limited-edition watches sold out in 30 minutes ([see story](#)).

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