

JEWELRY

## Van Cleef & Arpels takes literal approach to "hidden gem" phrase

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*Van Cleef & Arpels reveals secrets in latest campaign. Image credit: Van Cleef & Arpels*

By BRIELLE JAEKEL

French jeweler Van Cleef & Arpels is hiding secrets and inviting consumers to uncover them in its latest high-jewelry collection and accompanying campaign.

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Van Cleef & Arpels' Haute Joaillerie Le Secret collection of high-jewelry includes pieces with secret mechanisms and transformations. A short film, titled "Le Secret" uncovers these hidden transformations with assistance from a silver fairy.

"The concept brilliantly showcases a magical world guided by a fairy which transports the viewer into an enchanted place," said Carrie McIlveen, managing director at [Metia](#). "By showcasing their products in this fairy-tale setting they tell a story that their target audience is more likely to associate emotion and immerses them in a memorable, magical experience."

### Hidden gems

Each piece of the Le Secret line hosts a hidden move or transformation that unveils another layer to the piece of jewelry.

For instance, the Fleur Bleue ring features a hidden inscription, revealed when its central sapphire is moved quarter-turn. From Oscar Wilde, the quote, engraved in French, reads, "Une vie sans amour est comme un jardin sans soleil," meaning a life without love is a sunless garden.

Other pieces feature a more playful secret. For example, the Cachette des coccinelles clip is a brooch, which resembles a leaf.



*Van Cleef & Arpels' Cachette des coccinelles. Image credit: Van Cleef & Arpels*

When the central leaf is moved, it reveals a ladybug in black and red spinels.

Similarly, the Marguerite d'amour clip depicts a daisy made of diamonds and spinel. The piece's petals can be turned over to reveal engraved messages. The petals also feature lucky diamonds in a star setting.

A film to promote the new line shows a silver fairy guiding viewers through a forest in which the pieces of the collection are scattered. She begins by flying through a secret keyhole in the shrubbery.

She lifts a pedal of the Petale de papillon clip, which reveals a butterfly that then flies away. This scene demonstrates that the owner can wear the butterfly separately from the rest of the clip.

The fairy also takes viewers to another brooch that appears to be a Swan floating on a body of water. But when the swan is flipped upside down, the water becomes the skirt of a women's dress.

Featuring many other pieces in the collection, the fairy reveals each item's hidden secret.

#### *Van Cleef & Arpels' Le Secret high-jewelry collection*

##### Jewelry campaign

Van Cleef & Arpels also recently shed new light on its creations by showcasing them alongside Japanese crafts.

"Mastery of an Art: Van Cleef & Arpels - High Jewelry and Japanese Crafts" opened April 29 at The National Museum of Modern Art in Kyoto, Japan, allowing visitors to explore both cultures' craftsmanship. While luxury brands frequently use exhibits to educate attendees on their craftsmanship, providing this additional context takes the narrative beyond the brand ([see story](#)).

Van Cleef & Arpels also took consumers inside Noah's Ark through an immersive exhibition in Paris.

The brand tapped American set designer Robert Wilson to create a stage for its high-jewelry collection inspired by the biblical story. Before the exhibit bowed at Htel d'vereux on Sept. 3, the jeweler took to Snapchat for a humorous first look ([see story](#)).

"By delivering a virtual experience the campaign puts viewers at the center of an adventure," Ms. McIlveen said. "The video brings the Van Cleef & Arpels collection to life and reveals each hidden treasure."