

JEWELRY

## Chaumet video series dives into collection inspirations

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*Chaumet's Histoires de Liens campaign is set in Paris. Image credit: Chaumet*

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By DANNY PARISI

French jeweler Chaumet is celebrating the inspirations behind the “Liens Séduction” with a multipart video series chronicling the aesthetic and emotional motivations of the collection's pieces.

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In each video, one person models a new design from LVMH-owned Chaumet as they talk a bit about the inspiration behind the design and what feeling they were trying to evoke with it. The multipart series is hosted mainly through the brand's YouTube page but also on its other social media pages.

### Histoires de Liens

Chaumet's latest collection of jewelry, Liens Séduction, is made up of 16 different pieces that are reimaginings of some of Chaumet's classic designs.

To promote this new collection, the brand has unveiled a new campaign called "Histoires

de Liens," or Stories of Liens in English.

The six-part series takes the form of short films focusing on different pieces from the collection.

In each video, a different person is shown speaking about the emotional feeling that each piece is meant to evoke.

Embedded Video: <https://www.youtube.com/embed/KgOXj5nDk-c>

### *Histoires de Liens, Chapter One*

For example, one piece is meant to evoke the image of a ribbon made of diamonds. One piece is intended to give the feeling of "joy and eternal friendship" while another is inspired by the love between a mother and daughter.

In the videos, the stars are shown designing the piece, either on a conceptual level by drawing or painting it, or on a mechanical level using traditional jeweler's tools.

Other videos show characters simply wearing the various rings, bracelets and necklaces as they explore Paris or enjoy the company of a lover. The series ends with a cloud of balloons in Chaumet's blue and white color scheme floating off over a plaza in Paris.

### Social advertising

Chaumet's most recent campaigns have relied on video and digital more as the brand reorients its marketing strategy in that direction.

One of its most recent efforts has focused on the brand's past as an indication of where it will go in the future.

Chaumet is promoting a new exhibit focusing on the history of jewelry with an evocative and futuristic-tinged teaser.

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 aesthetic juxtaposed with traditional jewelry images to make a bold statement and entice viewers to come to the event ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/i9ikktPPSzQ>

### *Histoires de Liens, Chapter Two*

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

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 ([see story](#)).

With *Histoires de Liens*, Chaumet is continuing the theme established by these two

previous campaigns of using video and interviews as a way to introduced and flesh out the concepts that inspired their designs.

The brand's reliance on video to tell its story is emblematic of Chaumet's larger shift towards digital and social media as its marketing tools of choice.

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