

JEWELRY

Chaumet puts visual, cultural heritage on paper in box-set of books

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Chaumet has released a second box-set of books. Image credit: Chaumet

By STAFF REPORTS

LVMH-owned jeweler Chaumet is delving into its history of parties, photography and art through a trio of books.

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Published by Assouline, the slipcase set of three volumes is penned by three different authors, who explore the more than 200-year-old house through a particular lens. Despite consumers' growing consumption of digital content and brands' increased attention toward producing it, print still holds a valuable place in celebrating brand heritage.

In print

Chaumet previously worked with Assouline to publish a box-set on Place Vendôme, tiaras, and naturalism, which was released in 2016 ([see story](#)). This latest trio of books is the brand's second slipcase set of heritage volumes, which each weigh in at 80 pages.

"An Artistic Heart," written by Jérôme Neutres, looks at how Chaumet's jewelry is an art form itself. This book also explores the ways in which Chaumet's pieces have evolved along with the larger artistic movements over time.

Gabriel Bauret authored "A Discerning Eye," which details the house's photographic history. In 1890, Chaumet set up an in-house photography studio so it could capture its pieces on film.



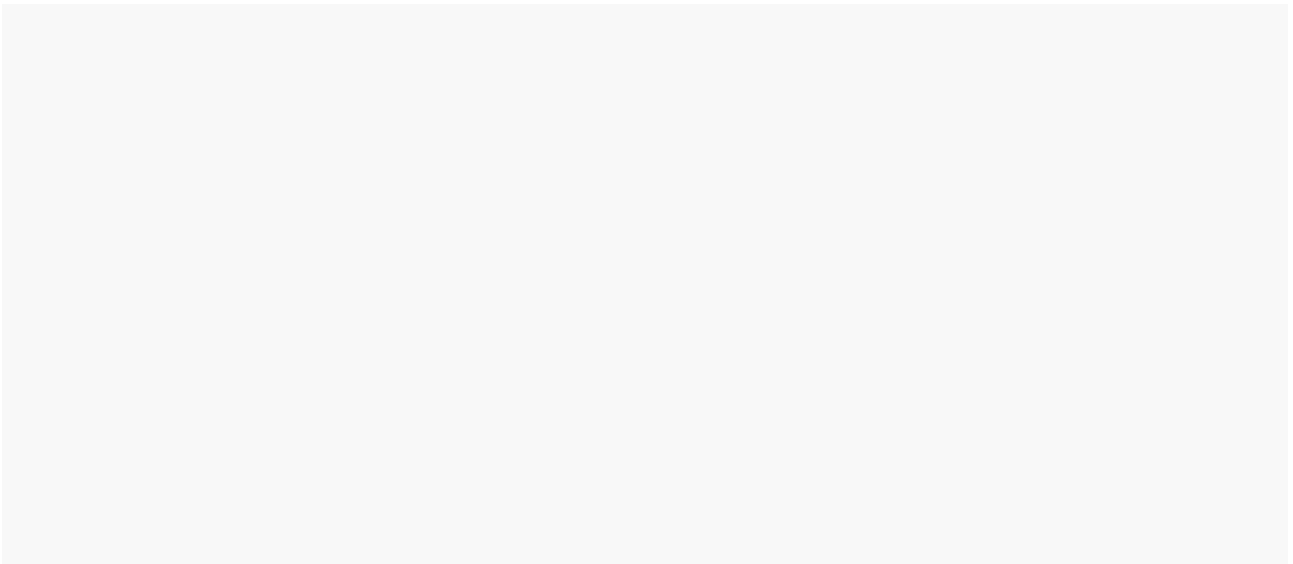
Chaumet worked with Assouline to publish its sets of books. Image credit: Chaumet

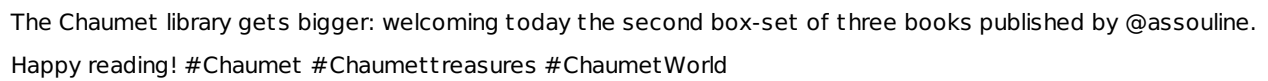
In addition to documenting its creations, Chaumet also photographed happenings within its house and used photography to study gemstones.

The book also commissioned photography from Guido Mocafico, who took inspiration from Chaumet's photographic archives.

"Chaumet Est Une Fete," the third book in the set, takes its name from one of Chaumet's high-jewelry collections, which is inspired by festive occasions. Author Antoine de Baecque takes readers through the grand parties that have taken place since Chaumet's founding in 1780, looking at how festivities have evolved and also showcasing the jewelry that comes with these events.

Chaumet is promoting the titles with short clips on its Instagram account.





The Chaumet library gets bigger: welcoming today the second box-set of three books published by @assouline. Happy reading! #Chaumet #Chaumettreasures #ChaumetWorld

A post shared by Chaumet (@chaumetofficial) on Oct 9, 2017 at 4:53am PDT

In one, a model pulls the set off a bookshelf and attempts to fit it into a handbag. When she fails, she chooses the books over her purse and heads out the door.

Another, for An Artistic Heart, finds a woman at a piano. Placing the book in front of her music on the stand, she is inspired by the contents and plays a tune on the black and white keys.

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