

JEWELRY

Chaumet brings world of jewels to Japan for new exhibit

July 2, 2018



"The Worlds of Chaumet" exhibit has arrived in Tokyo. Image Credit: Chaumet

By SARAH RAMIREZ

French jeweler Chaumet is hosting a new exhibit that gives visitors a close look at two centuries of the house's traditions and creations.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The exhibition, "[The Worlds of Chaumet: The Art of Jewelry since 1780](#)," will be held at the Mitsubishi Ichigokan Museum of Tokyo until Sept. 17. About 300 pieces, including some of the brand's famous tiaras, will be featured.

"With a strong focus on collaboration and experiential learning, Chaumet benefits from hosting this exhibit by showcasing awareness through the visual blending of art, culture, design, nature and respect using their high art form jewelry," said Rebecca Miller, founder/CEO of [Miller & Company](#), New York.

Ms. Miller is not affiliated with Chaumet, but agreed to comment as an industry expert. [Chaumet](#) was reached for comment.

Chaumet arrives in Japan

"The Worlds of Chaumet" is the first time these works will be displayed in Japan. The jeweler is paying tribute to Japanese culture and displaying creations inspired by the East Asian nation.

Among those unique pieces is an early twentieth century Japanese-style brooch representing the culture's god of rain and thunder. A necklace featuring diamonds, rubies, garnets and onyx was especially created for the exhibition.



Chaumet created this Japanese inspiration necklace especially for their next exhibit in Tokyo. Image credit: Chaumet

Other highlights of the exhibit are 20 Chaumet tiaras, including a tiara given to Pope Pius VII by Napoleon in 1804.

Nature-inspired jewelry is also prominent in the exhibit, which reflects the brand's naturalist tastes, as well as Japanese culture's appreciation for nature.

To promote the exhibition, Chaumet released a short comedic film.

In a promotional video for Chaumet's Tokyo exhibit, a group of airport workers discover priceless jewels

The film begins with a plane landing at Tokyo International Airport. An anonymous man approaches the security checkpoint, opens a stainless steel briefcase and puts on spotless white gloves to place items on the conveyor belt.

As the first object goes in the X-ray machine, a young woman working the checkpoint cannot believe her eyes. On the screen is Chaumet's nature-inspired Wheat Sheaf tiara from 1811.

The airport worker radios her friends, and two more women arrive to inspect the jewelry. In rapid succession, rings, brooches and other jewels flash across the screen much to the appreciation of the women.

The final item to go through the security checkpoint is an official invitation, announcing the exhibit.

Courting Asian countries

By hosting the exhibit in Tokyo, Chaumet is demonstrating its continued focus on Asian luxury markets.

Last spring, the jeweler hosted "Imperial Splendours" in China's Meridian Gate Gallery of the Palace Museum. The Imperial Splendours video campaign had a futuristic aesthetic juxtaposed with traditional jewelry images to make a bold statement and entice viewers to come to the event ([see story](#)).

Chaumet also gained exposure in the region when a Chinese pop star used its salons in a music video last fall.

In the video for "I Need U" singer Zhang Yixing is seen purchasing a diamond ring in Chaumet's boutique. Along with being published on the artist's digital channels, Chaumet broadcast the music video to its followers on social media ([see story](#)).

Generally, the Japanese take less stock in social media and instead denote luxury items based on craftsmanship, style and service ([see story](#)). Chaumet's Tokyo exhibit will play to Japanese affluents' preferences.

"This exhibit affords visitors the opportunity to connect to the relationship of a long-standing luxury brand that honors Chaumet's founder, Marie-Etienne Nitot's passion for his diverse influences demonstrated to the world by first 'establishing himself as a major player in the history of taste' and the Maison's 'fascination for the Japanese archipelago,'" Ms. Miller said. "It is enhanced by the opportunity of being given this knowledge in a relaxed, gracious environment."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.