

JEWELRY

Chaumet highlights mother-daughter relationship in new collectible

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Chaumet publishes new book. Image credit: Chaumet

By STAFF REPORTS

French jeweler Chaumet is capturing the love between a mother and daughter in a book release that acts as a collectible.

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A special carousel book was created by the jeweler for readers of all ages and depicts various cycles of life between a mother and daughter. The pop-up book was designed to be a piece of decor and features six different scenes.

Chaumet campaign

Keeping with its French heritage, the brand tapped French artist Hlne Druvert for the book's illustrations.

The storyline features a mother and daughter in a magical version of modern day Paris.

Named the "Enchanted Tiara," it is available in local bookstores.

Major life milestones are featured, showcasing the relationship between the mother and daughter such as birth, childhood, adolescence, love, marriage and pregnancy.

Published by Rizzoli, the book is available now for purchase and adds to the Chaumet library of similar stories.

The Enchanted Tiara pops open to make a carousel shape, standing up on its own.

Chaumet explains, "This veritable objet d'art captures Chaumet's time-honored elegance while serving as an ode to life's most precious memories."

[View this post on Instagram](#)

In the new carousel book titled The Enchanted Tiara, the Maison's signature piece is a gift passed from one generation to the next. Illustrations by @helenedruvert. #Chaumet #GraceandCharacter #AbsolutelyChaumet #ChaumetLibrary

A post shared by Chaumet (@chaumetofficial) on Oct 28, 2018 at 9:12am PDT

Instagram post from Chaumet

The French jeweler also played a supporting role in a dramatized love story with help from a Chinese pop star in last year's campaign.

Performer Zhang Yixing shot the music video for his track "I Need U" partly in Chaumet's salons and Paris boutique. Product placement in music videos is not a new concept, but lately luxury brands have been embracing their roles in these productions more thoroughly, turning them into larger marketing tools ([see story](#)).

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