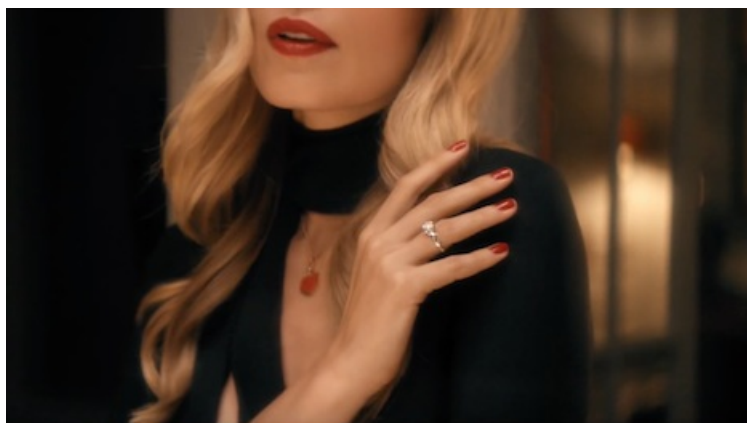


JEWELRY

## Chopard shines light on carefree brides-to-be

April 19, 2019



*Chopard's new engagement ring campaign does not include a couple. Image credit: Chopard*

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By SARAH RAMIREZ

Swiss jeweler Chopard is appealing to modern brides with an engagement ring campaign centered around an independent woman.

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"Light is Love" follows Petra Nemcova enjoying a solo adventure in Paris, widely considered one of the world's most romantic cities. As younger affluents develop new perspectives on traditions such as marriage, jewelers are turning to more contemporary efforts that reflect changing attitudes.

"The narrative in this campaign is one of freedom," said Lauren Bates, marketing manager and lead storyteller at **Blue Moon Digital**, Denver, CO. "The woman has the freedom to be who she is, to travel alone, to go out alone, to be herself while at the same time being reminded of her love, of her fianc and their shared love and commitment to each other.

"When you think of engagement ring campaigns, you typically think of a man and a woman and the woman being proposed to," she said. "In this Chopard engagement ring campaign, you never see this woman's partner."

Ms. Bates is not affiliated with Chopard, but agreed to comment as an industry expert. **Chopard** was reached for comment.

### City of love

Unlike many traditional engagement ring campaigns, Chopard chooses not to show a man alongside his bride-to-be. The short film does not include a proposal or flashbacks to an exciting romance.

Instead, Ms. Nemcova is shown enjoying blissful moments in the City of Light, such as drinking coffee at a caf, unencumbered by a partner.

### *Chopard lights up Paris in its new engagement ring campaign*

A Chopard engagement ring, however, serves as a reminder of her fianc and their emotional bond despite the physical distance.

As Ms. Nemcova prepares to go out for a night of dancing, she slips on her engagement ring. It triggers a series of Parisian memories, including a successful modeling shoot.

Here, her fianc's voice interrupts the pulsating music with a firm, "I love you." His body and face remain unseen.

There is a sultry undercurrent to the film, and nighttime scenes add a hint of edginess that is unusual for jewelry campaigns. Several scenes are accented with bold red details, including flashing lights and Ms. Nemcova's lipstick and manicure.

[View this post on Instagram](#)

Bienvenue Paris! The city of love and light, the perfect setting for a mini-series, Light is Love following @pnemcova and her #ChopardForLove diamond engagement ring #ChopardBridal #ChopardDiamonds Film produced by @bellepfilms

A post shared by Chopard Official (@chopard) on Apr 17, 2019 at 2:59am PDT

### *Instagram post from Chopard*

More images quickly begin to flash, mimicking the sound of camera shutters. Neon red signs reading "Love" and "Amor" glow onscreen.

Ms. Nemcova answers her fianc back with an "I love you." Images from her trip flash once again, and she says "I love you" for a final time.

Women and diamonds

Jewelers are increasingly speaking to women as consumers directly rather than relying on men to buy gifts.

A report from diamond miner Alrosa and conducted by GfK found that seven in 10 consumers have self-gifted diamonds.

Primarily consumers gift diamonds to their spouse, representing about 60 percent of gifting. Nine in 10 diamond gifts are given to women, and 71 percent of U.S. consumers gift to those between the ages of 26 and 45 ([see story](#)).

From turning diamond shopping into a game to celebrating love in all its many forms, jewelers are taking both playful and emotional tones in digital efforts aimed at reaching brides- and grooms-to-be. Reflecting the luxury business' focus on bespoke creations, jewelers are promoting their personalization experiences, hoping to win customers seeking the unique ([see story](#)).

Other jewelers are turning to women-centric campaigns to expand diamond-buying occasions beyond engagements and romantic occasions.

For instance, De Beers Group's Forevermark is empowering women through a campaign championing their ambitions and daily victories.

The #BetterHalfWithinMe campaign was created with Indian women in mind and spotlights half-carat diamonds that women buy for themselves, as opposed to jewelry that was received as a gift. Instead of portraying diamonds as a symbol of romance, the jewelry is presented as a motivation or reward for pursuing personal goals ([see story](#)).

"Today, it isn't uncommon for a woman to buy herself fine jewelry or diamonds," Ms. Bates said. "This type of narrative will resonate with today's woman who, largely, doesn't fit into a stereotypical mold of what it means to be engaged, to be married."

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