

JEWELRY

Chaumet lights up the sky with its jewels

August 1, 2019



Chaumet shows its collection amongst the stars. Image credit: Chaumet

By BRIELLE JAEKEL

French jeweler Chaumet is taking a strikingly unique approach to display its latest collection by placing its pieces on such a high pedestal that they land among the stars.

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

The jeweler has crafted a mobile application with an offbeat idea, allowing users to point their phones at the sky to see the constellations as Chaumet jewelry. The app, Chaumet in the Sky, is launching in tandem with the jeweler's new collection, Les Ciel de Chaumet.

Jewels in the sky

Some experts debate on whether or not it is worthwhile for a brand to develop its own app, as consumers prefer to keep their software clear of clutter and focus on platforms they use frequently. But there is no denying that consumers who download apps are much more engaged than the average fan.



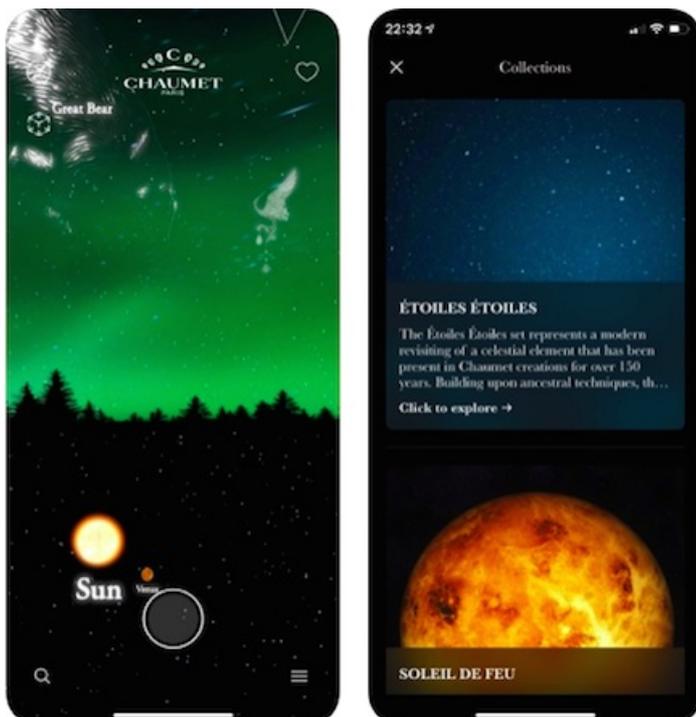
Chaumet in the Sky app. Image credit: Chaumet

Chaumet is building a more engaged audience for its releases with this new app, which turns the stars into Chaumet pieces from its new collections.

The app follows other mobile efforts from the jeweler. It previously launched another niche app called Enlight by Chaumet, which focused on brand education.

An earlier app, You Me Paris, uncovers "hidden gems" in the City of Lights that are best seen with a romantic partner, laying out ideas of eateries, hotels and walking itineraries ([see story](#)) and Chaumet also has an app dedicated to its bridal collections.

Chaumet in the Sky was developed with astrophysicist Dr. Patrick Michel, a researcher at the French National Center for Scientific Research.



Chaumet's app features its pieces in the sky. Image credit: Chaumet

The app turns the sky into Chaumet works of art.

Users simply point their phones towards the sky, and the various planets and constellations will appear in their rightful place. Amongst the celestial objects are Chaumet's pieces, many of which have celestial-related names to further the theme.

Customers can click on each piece in the sky to learn more about it through detailed descriptions about the jewels. The name along with a detailed description of the product will appear on the screen, and interested customers can add it to their wish list.

While using the app, if the sound is on, dreamy, ethereal music is played.

Chaumet campaigns

Along with placing itself among the stars, Chaumet has used exhibits to chart its place in other aspects of the world.

Chaumet recently delved into its storied past with an exhibit centered on its relationships with writers.

Opened Feb. 22, Brillantes critures showcases the brand's literary clients, including Honor de Balzac, Alexandre Dumas, Colette and Edith Wharton. Chaumet often points to its place in culture, whether highlighting its history with the French royal family or partnering with current artists ([see story](#)).

Chaumet also showed its part in history in an exhibition at the Grimaldi Forum in Monaco.

As part of the collection, a variety of rare pieces will be on display, including many that have never been on view before. The exhibition, "Chaumet in Majesty," will be open until Aug. 28 and is curated by two experts from the royal courts ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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