

JEWELRY

Van Cleef & Arpels delves into savoir-faire of jewelry with video masterclass

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Van Cleef & Arpels are promoting a new video series to educate consumers on the jewelry arts. Image courtesy of Van Cleef & Arpels

By DIANNA DILWORTH

French jeweler Van Cleef & Arpels has created a new online video channel to connect with affluent consumers through engaging content as many people are still spending most of their time at home.

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The Richemont-owned brand's "Go beyond the classroom" L'cole video series offers consumers an education on jewelry through expert instructors who share their extensive knowledge on a range of topics about jewelry.

"With this new campaign, Van Cleef & Arpels is showcasing its heritage and expertise and bringing a world of discovery and knowledge to jewelry aficionados," said Cheryl Dixon, adjunct professor at Columbia University, New York.

"The Superpowers of the Ruby" is one of the new videos in Van Cleef & Arpels' video series.

A masterclass in jewels

The **video collection** includes a series of videos produced by Van Cleef & Arpels with the Beaux Arts Magazine and the School of Jewelry Arts.

In "The Precious History of the Ruby" video, consumers learn about the source and scientific connections of rubies. The star of color gemstones, the jewel belongs to the corundum family.

"The Superpowers of the Ruby" tells the history of the ruby in culture from its connection to the Indian sun god Surya to its perceived health and protection principles in ancient times: the precious stone was thought to protect the wearer from disease, attacks and lightning.

France's Emperor Napoleon III presented a ruby to court his love, despite the fact that the stone was considered inappropriate for unmarried women sapphires would have been more appropriate.

Spanish artist Salvador Dali used the gemstones in his artwork.

Iconic singer Maria Callas and famed Hollywood actress Elizabeth Taylor wore Van Cleef & Arpels rubies.

"This series of videos is similar in spirit to online content offered by museums, theaters and colleges inviting people to virtually tour exhibitions, attend concerts and performances," Ms. Dixon said. "It's a beautifully produced series that is artistic and informative, and very reflective of the brand."

"Ruby passion" explores how leaders, movie stars and artists have been attracted to rubies over the centuries.

A tradition of culture

Van Cleef & Arpels has a history of connecting its rich culture to consumers.

In February, the jeweler ran an exhibition in Milan's Palazzo Reale to showcase high-jewelry items that bear unique designs, gems and innovations.

Called "Van Cleef & Arpels: Time, Nature, Love," the exhibition was curated by Alba Cappellieri and with scenography by Johanna Grawunder ([see story](#)).

Van Cleef & Arpels' classic appeal makes it one of the brands with the most resale value in the world, according to a recent study from TheRealReal ([see story](#)).

This latest video series follows in this tradition of culture, making it understandable that its resale value would be so high.

These videos also help keep connections alive with consumers, even when stores are closed.

"In the absence of a high-touch, luxury boutique environment and perhaps a waning desire for luxury goods at the moment, the videos can be used to keep customers engaged with the brand without focusing too heavily on sales promotion," Ms. Dixon said.

[Please click here to access all the Van Cleef & Arpels videos with Beaux Arts Magazine and the School of Jewelry Arts](#)