

JEWELRY

## Chaumet surprises with bold collaboration with Italian art duo

July 27, 2020



*Chaumet is collaborating with Italian art duo Maurizio Cattelan and Pierpaolo Ferrari. Image credit: Chaumet*

By LUXURY DAILY NEWS SERVICE

French jeweler Chaumet is making a bold departure from its more refined marketing approach by partnering with an irreverent Italian art duo.

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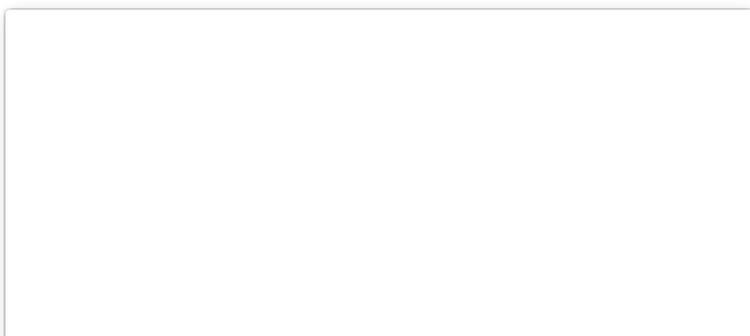
Chaumet enlisted the contemporary artist Maurizio Cattelan and photographer Pierpaolo Ferrari to take over the jeweler's Instagram account. In a series of three photographs, the pair have reimagined Chaumet's Tresors d'Ailleurs ring collection as decadent desserts.

Chaumet collaboration

Mr. Cattelan is known for his satirical approach and has long collaborated with Mr. Ferrari on an art publication called Toiletpaper.

The first photograph, posted on Instagram on July 25, is a close-up of a woman's glossy red lips provocatively touching a rose gold Qianlong ring encrusted with diamonds. The oval-cut pink tourmaline pops against a bright background of ocean waves and blue skies.

The second image depicts "a free reinterpretation of Chaumet's Trsors d'Ailleurs High Jewellery rings" that echoes the collection's Chinese influences. The digitally rendered ring is seen exploding from within a watermelon against a deep blue background.



[View this post on Instagram](#)

For the first time, @mauriziocattelan and #PierpaoloFerrari's irreverent artistic duo is taking over the Maison's Instagram account. Dive into their off-the-wall universe as they freely reinterpret the Maison's new Trsors d'Ailleurs High Jewellery rings. #Chaumet #TresorsdAilleurs #ChaumetHighJewellery #MaurizioCattelan #PierpoaloFerrari #ToiletpaperMagazine #12Vendome

A post shared by Chaumet (@chaumetofficial) on Jul 25, 2020..

### *Instagram post from Chaumet*

In the most recent post, Chaumet's Lady Wei ring is pictured on top of a pile of raspberries. A silver spoon delicately drips honey on the jewelry and ring, making the arrangement even sweeter.

While the summery images echo Chaumet's saturated and colorful Instagram posts, the rings are depicted as luxurious fruit for consumption rather than art the jeweler's usual approach.

Social media fans have shared differing opinions on the collaboration, with commenters describing the series as "bold and beautiful" as well as "too hot and sexy" for Chaumet.

The jeweler gave last summer's collection a more celestial spin. An app, Chaumet in the Sky, was launched in tandem with the jeweler's collection, Les Ciels de Chaumet ([see story](#)).

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