

JEWELRY

## Chaumet balances refinement, whimsy in Bee My Love campaign

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*Song Hye Kyo for Chaumet's Bee My Love campaign. Image credit: Chaumet*

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By LUXURY DAILY NEWS SERVICE

French jeweler Chaumet has tapped South Korean actress Song Hye Kyo for the Maison's newest Bee My Love campaign.

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The iconic collection includes rings, necklaces, bracelets and more jewelry with hexagonal motifs, often accentuated with diamonds. The pieces also call back to Chaumet's long history, as French Emperor Napoleon I adorned his attire and apartments with gold bees.

Bee My Love

Ms. Song has previously collaborated with Chaumet in the Asia Pacific region.

The new Bee My Love campaign features the star in stills and a brief video wearing stacks of rings and bracelets from the collection. Ms. Song also wears various earrings and necklaces in the different images.

*Song Hye Kyo wears the honeycomb-inspired Bee My Love collection for Chaumet*

Bee My Love jewelry is available in several materials, and mixing the metals in the campaign adds a more modern touch.

The honeycomb designs are a refined and whimsical interpretation of the naturalistic bee jewelry crafted by Chaumet's founder, Marie-Etienne Nitot.

Chaumet's simple but elegant campaign is a return to form after a recent collaboration with an irreverent Italian art duo.

The jeweler enlisted the contemporary artist Maurizio Cattelan and photographer Pierpaolo Ferrari to take over Chaumet's Instagram account. In a series of photographs, the pair have reimagined Chaumet's Tresorsd Ailleurs ring collection as decadent desserts ([see story](#)).

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