

JEWELRY

Van Cleef & Arpels celebrates luck in new animated campaign

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Magic Alhambra necklace in newest campaign. Image credit: Van Cleef & Arpels

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French jeweler Van Cleef & Arpels is celebrating the brand's signature Alhambra collection in a cheerful animation campaign.

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The luxury jewelry brand touches on motifs of luck and nature in their newest animated short film. The sweet and delicate nature of the campaign embodies the fluid and harmonious history of the collection.

A journey through the forest

Van Cleef & Arpels first introduced the Alhambra Collection in 1968 with the long necklace, drawing inspiration from the four leaf clover and establishing itself as a symbol of luck. Since then, the French jewelry maker has carried on this tradition through the entire collection.

The new animated campaign for the storied collection follows a butterfly fluttering through a magical forest where necklaces and earrings from the collection sit upon rocks and hang from weeping willow trees. Similar to the design of the pieces themselves, the illustrations in the video are simple, yet fascinating and eye-catching.

As the short film journeys through the trees and the creek, viewers are introduced to dragonflies, birds, squirrels and even a peacock all seemingly as intrigued by the jewelry as the butterfly.

Van Cleef & Arpels Alhambra Collection

The upbeat music combined with the sounds of nature make for a whimsical and pleasant journey through the magical world of the Alhambra pieces.

The Alhambra collection has been renewed through the years since its inception, but has always sustained the brand's tradition of excellence and simplicity, maintaining the idea that simplicity is the epitome of sophistication. Through a range of materials and a dedication to unique craftsmanship, Van Cleef & Arpels consistently delivers a timeless variety of pieces.

Animated luxury

Increasingly, animation has become a popular creative strategy with brands. Due to the COVID-19 pandemic, many creative departments have had to strategize outside of live action filming and photography, and animation seems to be a trending and entertaining solution.

British automaker Rolls Royce just concluded the fourth installment of its animated series offering insights into the development of the upcoming Ghost. The series shared a behind-the-scenes perspective, through stylized cartoons, of the design and engineering process of the handmade luxury vehicles ([see story](#)).

French fashion house Louis Vuitton has also spilled into animation with the release of the 2021 collection. Artistic director Virgil Abloh replaced the traditional runway show with digital reveals, telling the story behind the collection in the new animated film, "The Adventures of Zoooom with Friends." The cartoon-inspired crew explores the streets of the capital, Louis Vuitton ateliers in Asnieres and rue du Pont Neuf ([see story](#)).

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