

JEWELRY

## Chaumet opens the conversation in new podcast series

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*Chaumet has launched a new podcast series. Image credit: Chaumet*

By LUXURY DAILY NEWS SERVICE

LVMH-owned jeweler Chaumet is inviting consumers to dive into the world of jewelry making with its new podcast series Virtuoso Conversations.

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In celebration of its 240th anniversary, Maison Chaumet has orchestrated a series of expert and inspired conversations between artists, craftsmen and its own jewelers. The series provides a deep look into the history, creativity and expertise behind the brand.

A dive into diamonds

The first 26-minute episode features a conversation between Chaumet's 13th workshop head Beoit Verhulle and bronze artist Pierre Salagnac about matter and the air that shapes its contours, how to look at an object and how to transmit the art of virtuosity.

The second 32-minute episode hosts a conversation between a colored stones expert and contemporary mosaic artist Batrice Serre. They discuss color, composition and intuition.

The third 30-minute episode features the brand's diamond expert Pascal and architectural glassmaker Emmanuel Barrois who discuss the light and soul of diamonds.

The episodes are available on the brand's website as well as Apple Podcasts, Spotify and Deezer. They address themes of lightness, color and light spreading awareness on the brand's savoir-faire and virtuosity, offering a rare perspective on the world of jewelry.

Earlier this year, the French jeweler made a bold departure from its more refined marketing approach by partnering with an irreverent Italian art duo. Chaumet enlisted artist Maurizio Cattelan and photographer Pierpaolo Ferrari to take over the brand's Instagram account.

In a series of three photographs, the pair reimagined Chaumet's Trsors d'Ailleurs ring collection as decadent desserts ([see story](#)).

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