

APPAREL AND ACCESSORIES

## Chanel encounters a "crush" with reinvented jewelry collection

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*Coco Crush fine jewelry campaign. Image credit: Chanel*

By NORA HOWE

French fashion house Chanel is looking for love and liberation with its reimagined Toi et Moi ring for the Coco Crush fine jewelry collection.

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Starring actress and house ambassador Alma Jodorowsky and actor Djibril Zonga, the Coco Crush film campaign features the destined encounter between two individuals. Inspired by the quilted motif, a symbol of the house since 1955, the Coco Crush collection and campaign aim to embody the encounters of strength and delicacy, simplicity and density and softness and rigor.

"The campaign really allows the jewelry to take center stage and shows how it can be worn," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "The ease of being showcased on men and women throughout the video shows how versatile this collection will be."

"The quilted aesthetic also allows consumers to wonder what other elements of the brand will find their way into their jewelry in future collections."

### Coco Crush

The collection was originally founded on the premise of creating an intersection between comfort and freedom.

The brand considers Coco Crush to be an attitude or spirit that is not constrained by the rules of society an ode to the brand's founder and namesake, Gabrielle "Coco" Chanel, who borrowed the quilted motif from the equestrian world for a sense of comfort and familiarity.

This inspiration came to life in 2015, when Chanel's Jewelry Creation Studio initially launched the Coco Crush collection.

### *Coco Crush campaign*

Now, the house has reinvented the design, fusing lines and movement in an effort to create a product that is simple yet bold.

The two-minute film promoting the collection opens on the campaign's theme displayed on screen: some encounters you wear forever.

"This is a narrative focused on the moments we feel and the making of a lasting memory celebrated by a lasting treasure," said Casey Golden, founder and CEO of [Luxlock](#), New York. "It is an aesthetic we expect from Chanel sparked with an authentic voice for today's consumer."

Ms. Jodorowsky walks down a flight of stairs set against a moody purple and blue backdrop while Mr. Zonga walks up. As they pass each other, Ms. Jodorowsky smirks subtly and Mr. Zonga glances at her, turning back to watch her walk away.

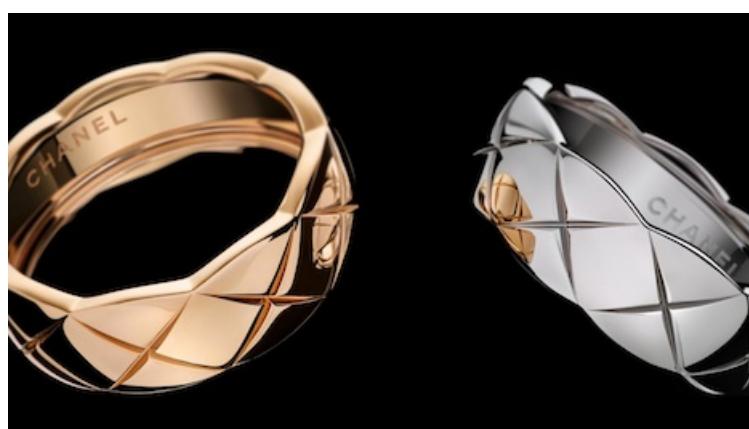
Model Mona Tougaard walks a Dalmatian up the same flight of stairs and says, "You will feel it in your bones," to Ms. Jodorowsky, who seems confused by the unexpected comment but continues walking.

Another young woman, model Mika Schneider, who sits on the staircase reading a book says, "You won't find it in a book." Ms. Jodorowsky is caught off guard again by the stranger's commentary.

Ms. Tougaard encounters Mr. Zonga, who gets caught up in the dog's leash. She says, "It will stop you in your tracks."

It begins raining and Ms. Jodorowsky and Mr. Zonga seek shelter under an umbrella held by Ms. Schneider. The model walks away, leaving the two alone for a moment until they continue on their separate journeys.

Eventually, they cross paths again, this time embracing each other.



*Coco Crush rings in yellow and white gold. Image credit: Chanel*

Pieces from the Coco Crush collection are available in 18K beige gold, yellow gold or white gold, with or without diamonds.

"Chanel is a love affair of a lifetime," Ms. Golden said. "It's more than jewelry; it's a journey."

"Brand affinity will be built by the way consumers experience brands and less from a forced narrative," she said.

#### Luxury fashion, fine jewelry

While luxury brands like Cartier, Bvlgari and Tiffany & Co. are renowned for their jewelry design and collections, couture fashion houses have successfully integrated fine jewelry into their product offerings due to consumer loyalty and engagement.

In August 2020, French fashion house Louis Vuitton introduced a new line of genderless fine jewelry, LV Volt, with an energetic and fresh campaign.

The collection plays on the graphic shapes formed by the initials "L" and "V". The letters come together in various ways for different pieces that are meant to mix and match, while remaining refined enough for everyday wear for everyone ([see story](#)).

In September, Italian fashion house Gucci launched a campaign for its timepieces and fine jewelry collection, displaying a cut of current highlights and new additions through a series of evocative still life images, as in life imitating art ([see story](#)).

"When you're a fan of a brand, there is something about being able to wear items that cross various assortments from apparel, jewelry, shoes and handbags," Athleisure's Ms. Smith said. "For those that may not have been interested in garments, having the option to still introduce the brand into their attire becomes easier when you have a

wide assortment of accessories to choose from."

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