

WATCHES AND JEWELRY

Julia Roberts embodies joy in Chopard's Happy Diamonds campaign

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Julia Roberts is the new ambassador for Chopard. Image courtesy of Chopard

By KATIE TAMOLA

Swiss jeweler Chopard is calling on one of the most beloved actors of all time to help convey diamond-induced joy in its latest campaign.

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Actor Julia Roberts stars in the campaign, with print and digital assets that show her jovially smiling, dancing and catering to the camera while wearing the latest Happy Sport timepiece. The accompanying short film highlights the maison's iconic moving diamonds and the inherent joy woven throughout the brand.

Happy Julia, Happy Diamonds

This week, Chopard announced Julia Roberts as its new "ambassador."

The first showings of a relationship between the two trace back to when the Oscar-winning actor famously fashioned an emerald Chopard necklace at the Cannes International Film Festival in 2016. She most recently wore a Chopard piece on a red carpet in 2019.

The Happy Diamonds movie

Ms. Roberts will be the face of the Happy Diamonds campaign, launching today, spotlighting two new Happy Sport timepieces available in several designs.

The first watch is the Happy Sport the First, a limited edition re-release of the first watch Chopard presented when the collection was first launched in 1993. The timepieces pay homage to its inspiration with a "pebble-link" bracelet.

The second watch is the Happy Sport in a 33 mm-diameter case, inspired by the "golden ratio" principles of aesthetic harmony. The models are entirely crafted from steel or ethical 18-carat rose gold, all available in a leather strap or metal bracelet, framed by a polished or diamond-set bezel.



The Happy Sport the First timepiece from Chopard with seven dancing diamonds. Image courtesy of Chopard

The Happy Diamonds movie, directed by Xavier Dolan, encapsulates the palpable joy of Ms. Roberts as she celebrates her encounter with Happy Sport.

The short film opens with Ms. Roberts dancing into the frame, wearing a long-sleeved white top with puffed sleeves and dark indigo jeans. She laughs joyously, moving her arms from side to side, giving consumers glimpses of the new diamond-laden timepiece.

The film then vacillates between shots of the watch dial and its internal moving diamonds and Ms. Roberts dancing around, playfully challenging the camera, making viewers feel as though they are included in all the fun that the actor is having. It subtly spotlights Chopard's diamond movement technology that the brand developed in 1976.

As Ms. Roberts continues dancing to the electric and infinitely upbeat soundtrack of "Upside Down" by Paloma Faith, the effort feels interactive, as she comes closer to the camera at certain points, blows kisses and more all while flashing her iconic smile.

The film, and overall campaign, aim to inspire equal feelings of joy and freedom of expression from consumers while they wear the product.

"The films in which Julia played have made a lasting impact on film-making history," said Caroline Scheufele, co-president and artistic director at Chopard, in a statement. "Her charisma, her spontaneity, her boldness, her bursts of laughter and her actions on behalf of women's and children's rights make her a universally adored actress.

"Across generations and natural borders, the name Julia Roberts triggers a uniquely universal feeling," she said.

Joy in jewels

Chopard is the latest jewelry organization to tap a celebrity in an emotional campaign aiming to elicit joy and other feelings from consumers.

Last year, The Natural Diamond Council (NDC) shone a light on the emotional significance and symbolism behind diamonds in its first celebrity campaign.

Actor Ana de Armas starred in the campaign, which showed how diamond gifts can be more than a token of romantic love. Positioning diamonds as personally meaningful purchases encouraged consumers as the industry looked to recover from the economic impact of the coronavirus pandemic ([see story](#)).

The Happy Diamonds is yet another campaign from Chopard that allows consumers to utilize their products in their own personal journeys, and to feel their best while doing so.

While Chopard rarely works with global superstars like Ms. Roberts who herself avoids endorsement deals and sponsorship in 2019, the jeweler appealed to modern brides with an engagement ring campaign centered around an independent woman.

"Light is Love" followed Petra Nemcova enjoying a solo adventure in Paris, widely considered one of the world's most romantic cities. As younger affluents develop new perspectives on traditions such as marriage, jewelers like Chopard are turning to more contemporary efforts that reflect changing attitudes ([see story](#)).

