

JEWELRY

Boucheron taps Alexa Chung for its fall/winter novelties

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Alexa Chung became a Boucheron brand ambassador in fall 2020. Image courtesy of Boucheron

By LUXURY DAILY NEWS SERVICE

French jeweler Boucheron has reunited with British influencer and designer Alexa Chung to present its newest designs.

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For fall/winter 2021, Ms. Chung sports necklaces and rings from the fine jewelry Animaux de Collection and Quatre novelties lines. Boucheron is one of several luxury brands that has cultivated relationships with Ms. Chung, who often infuses heritage houses with youthful authenticity.

Cat's meow

The new additions balance Boucheron's heritage with its more playful sensibilities.

Since 1866, Boucheron has looked to nature for inspiration, with its Animaux de Collection featuring bejeweled hedgehogs, snakes, doe and hummingbirds. Now Wladimir the cat joins this animal procession.



Wladimir has joined the fine jewelry offerings from Boucheron. Image courtesy of Boucheron

Wladimir was first introduced in 2019's "Paris, vu du 26" high jewelry collection as a tribute to the feline that watched

over the maison's home.

For the fine jewelry collection, Wladimir is interpreted in white and yellow gold pendants with champagne and white diamonds, complete with green agate and tsavorites and black sapphires for his knowing eyes. The famous feline also appears on a pearl and diamond necklace and different rings.

Boucheron introduced the minimalist and unisex Quatre line in 2004. Refreshed designs of pendants, bands and ear clips are meant to seamlessly mix and match with earlier styles.



New Quatre bands for fall/winter 2021. Image courtesy of Boucheron

In new lookbooks, Ms. Chung models the fine jewelry while wearing elevated wardrobe classics, such as a white blouse, black sweater and tan button-up tank.

Ms. Chung was introduced as a Boucheron brand ambassador in November 2020. Her laid back personality echoes the free-spirited character the maison often emphasizes in its marketing.

For instance, in a 2017 film for its latest Serpent Bohème line, Boucheron took a relaxed approach, featuring a model lounging at home while waxing poetic about an imagined life together with an unidentified partner ([see story](#)).

The jeweler has also recently opened shop-in-shops at Saks Fifth Avenue locations in Bal Harbour and Boston.

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