

JEWELRY

## Chanel reflects on high jewelry heritage in new campaign

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*The Bijoux de Diamants debuted in 1932. Image credit: Chanel*

By SARAH RAMIREZ

France's Chanel is commemorating the 90th anniversary of its Bijoux de Diamants collection with a sparkling trip down memory lane.

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In a campaign that spans digital and short video, Chanel explores the origins and the impact of the house's high jewelry debut. The effort relies on many of the same techniques as the brand's long running "Inside Chanel" series.

"You don't sell to the affluent," said Chris Ramey, CEO of **Affluent Insights**, Palm Beach. "Instead, you fascinate and enchant with narratives to create brand desire."

"Luxury brands are superlative; there is no equal," he said. "This campaign leverages Coco Chanel's and point of view that reinforces her brand as a leader in the diamond and jewelry categories."

**Bright like a diamond**

The vignette begins with dramatic instrumental music and an extreme close-up of diamonds.

"I am an idea by Gabrielle Chanel, who in 1932, in the middle of the Great Depression, decided to make diamonds fashionable again," says a woman narrator in a French accent, speaking from the point-of-view of the collection. "I am a revolution which takes versatility as a founding principle and makes freedom a virtue."

*Chanel is commemorating the 90th anniversary of Bijoux de Diamants*

More glittering shots of diamonds are juxtaposed with black-and-white footage of models wearing the glamorous jewels.

The narrator goes on to identify some of the collection's memorable pieces and motifs, many of which recall celestial skies and the natural world: the comet, the sun and the feather. She describes the high jewelry as "the most beautiful of constellations, a starry night gliding down a décolleté, illuminating a hair style or streaking like a comet around a neck."

The extreme close-ups let the diamonds speak for themselves.

Archival footage also shows the pieces on wax mannequins on display at the designer's Parisian apartment as part of a major exhibit. According to Chanel, more than 300 press articles covered the collection launch, as well as "the liberty and audacity" of the iconic designer.

Looking to the future, the narrator also touches on the lasting impact of Bijoux de Diamants.

"I am a source of inspiration," the narrator says. "Today's collections continue to feed off my ideas and conjure other elements from the Chanel universe."



*Photographs of the Bijoux de Diamants collection on the Chanel microsite*

Accompanying the campaign is a [microsite](#) with more details about Bijoux de Diamants. It incorporates text, pull quotes from Ms. Chanel, videos and archival images for a fuller picture of the collection's development and historical significance.

It is believed that Ms. Chanel designed an estimated 50 pieces with white and yellow diamonds set in platinum and yellow gold for Bijoux de Diamants, including brooches, head jewelry, necklaces, rings, bracelets and earrings.

Since 1993, some of the designs have been reissued on occasion as part of Chanel's fine jewelry releases.

High jewelry, high hopes

Luxury's leading maisons have increasingly been focused on high jewelry.

For instance, Italian jeweler Bulgari recently tapped American actresses and house ambassadors Anne Hathaway and Zendaya for its "Unexpected Wonders" film, a visually stunning journey centered on its high jewelry designs ([see story](#)). Meanwhile, U.S. jeweler Tiffany & Co. enlisted Israeli actress and brand ambassador Gal Gadot for its newest high jewelry campaign ([see story](#)).

Chanel, however, continues to differentiate itself by emphasizing its heritage.

The house recently used the power of film to build interest for the reopening of its iconic jewelry atelier at the historic address, 18 Place Vendôme, following a year of extensive renovations ([see story](#)). The new Bijoux de Diamants vignette complements the effort with its focus on history.

"The narrative brilliantly incorporates several pillars of luxury including heritage, connoisseurship of category, highest non-negotiable standards of quality, preservation of artisanship and the founder's unique point-of-view," Mr. Ramey said.