

JEWELRY

With 90 years of influence, Chanel releases 1932 high jewelry collection

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Chanel's new 1932 collection honors the brand's original entry into the high jewelry sector. Image credit: Chanel

By KATIE TAMOLA

France's Chanel is once again honoring its past as it ushers in the present with the new 1932 high jewelry collection.

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A series of vignettes explores the galactic meaning behind the 1932 collection that pays homage to the first high jewelry collection from Chanel which debuted 90 years ago. Three symbols, conveying the spirit of Chanel's inaugural jewelry collection, permeate its latest: the star, the moon and the sun.

"I wanted to return to the essence of 1932 and summarize the message in three symbols: the star, the moon and the sun," said Patrice Legureau, director of the Chanel fine jewelry creation studio, in a statement.

"Each star shines with its own light."

Gifting you the world

The new 1932 collection is an ode to the themes and ethos from Chanel's very first high jewelry series, Bijoux de Diamants.

In the year 1932, Gabrielle Chanel, founder of the Chanel brand, created the world's first high jewelry collection. With celestial themes spanning from comets, the sun and the feather, she aimed to help women take joy in adorning their bodies with diamonds.

The star, moon and sun meet for the first time in the Allure Cleste necklace

Cut to 90 years later, Chanel is back with its new 1932 collection which honors the series that was Chanel's entry into the high jewelry sector.

The 1932 collection invites consumers to move among the stars. A celestial theme is preserved, as the three symbols of the star, moon and sun are examined through a video series.

In a video dedicated to the star, a model poses intensely with several pieces, moving her arms and hands to showcase how the star is depicted in necklaces and rings. In total, the star is illustrated throughout 34 pieces rings, necklaces, brooches, bracelets and earrings throughout the 1932 collection.

In a disparate video, the same model rendezvous with the moon, highlighting how the crescent shape is portrayed on earrings, rings and more.

A rendez-vous with the moon

Another short film spotlights the sun, which is lauded as Ms. Chanel's favorite star. The sun is conveyed through the Soleil 19 Aot necklace which features a yellow diamond that weighs 22.10 carats.

Two additional videos explore how the thoughtfulness behind the jewel selection for the 1932 collection as well as how the star, moon and sun meet for the first time on the collection's Allure Cleste necklace.

Whether footage of modeling the pieces or an inside-look at crafting jewelry, an appreciation for the ethereal past and brand heritage is woven throughout both every campaign vignette and each piece of 1932.

Honoring the past

Last month, Chanel commemorated the 90th anniversary of its Bijoux de Diamants collection with a sparkling trip down memory lane.

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 ([see story](#)).

Chanel has previously used jewelry to honor its historical successes and iconic products.

Last year, the French fashion label offering some high praise for its iconic N 5 fragrance with a thoughtfully-inspired line.

In celebrating 100 years of the fragrance, Chanel released the N 5 high jewelry collection, with each piece inspired by a different aspect of the iconic perfume. In a film series, the label illustrated the meticulous thought process and craftsmanship behind the new collection ([see story](#)).

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