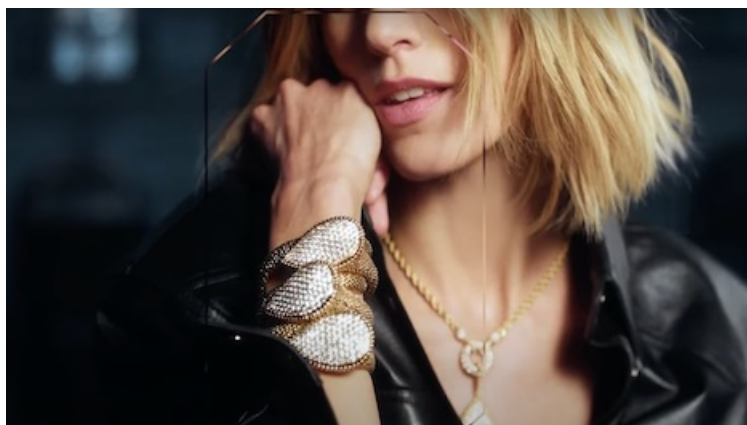


JEWELRY

Boucheron goes XXL with new audacious oversized jewelry collection

September 2, 2022



An image from Boucheron's "Icons" campaign film. Image credit: Boucheron

By AMIAH TAYLOR

French jeweler Boucheron has released a new "Icons," campaign that manages to be both contemporary and classic, celebrating its historic designs in an innovative way.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The campaign centers around new oversized takes on Boucheron's "Quatre" collection, launched in 2004 along with other house signatures. In this way, the jewelry line reflects the French maison's past while building on it, offering appealing options to suit the modern consumer's tastes.

"For this campaign, I imagined oversized versions of our icons while remaining true to their original character," Claire Choisne, creative director at **Boucheron**, said in a statement.

"I feel that Boucheron presents a cutting-edge, lively, authentic vision of jewelry and High Jewelry with these pieces, and that's how I've always imagined Boucheron to be," she said.

Bigger, better, bolder

Ms. Choisne felt that adding enlarged versions of house classics served to positively magnify the beauty of the items.

The details that are on display in the "Icons" collection include geometric and angular repetitions as well as the structured contrast of lines of pink and yellow gold. Boucheron's latest spot is the brainchild of infamous photographer David Sims and former Vogue Paris editor in chief Emmanuelle Alt, and takes place in the heart of Paris.

Boucheron's "Icon" campaign film

The assertive campaign film begins with model Anja Rubik flashing her wrists, which are stacked with gleaming Quatre classique bangles. Positioning her arms as a shield of sorts, Ms. Rubik peers from behind her jewel-adorned limbs with one unblinking blue eye.

Dressed in all black she fluidly moves from pose to pose, before the shot expands to show her in front of a green statue. As Ms. Rubik confidently and gracefully stands, her body is outlined almost imperceptibly by the Boucheron

logo.

"Boucheron" flashes across the screen in bold white text, along with the address of the Paris atelier. From a birds-eye view, the architecture below forms an elongated octagonal shape, another clear allusion to the Boucheron diamond logo.

[View this post on Instagram](#)

A post shared by Boucheron (@boucheron)

A scene from Boucheron's "Icons" campaign film

In a duplicate black outfit, model Ludwig Wilsdorff holds his wrists together, drawing the eye to the Quatre classique bangles on his wrists. The bracelets, which looked feminine and beautiful on Ms. Rubik, now exude a subtle masculine charm.

Mr. Wilsdorff frames his face and torso with the luxurious bangles, posturing in a way that emits strength and certainty. He holds the bracelets up to his brow bone. The rose gold in the bracelets positively complements the flecks of gold and brown in his eyes.

All flowing hair and slow-motion grace, Ms. Rubik returns wearing a platinum and diamond Plume de Paon necklace. She moves naturally and languidly in the wind, her blithe movements contrasting sharply with the structured and rigid intentionality of her diamond adornment.

The film ends with Ms. Rubik modeling oversized Serpent Bohme bangles on one arm, impressively wearing over \$300,000 worth of ostentatious jewelry on her dainty wrist. "Boucheron" flashes across the screen in bold white text, along with the address of the Paris atelier, as the film ends.

Overseas opulence

Boucheron recently released a collection inspired by the Maharaja of Patiala's special commission at the house in 1928 ([see story](#)).

India is forecasted to see triple-digit growth of UHNWI, HNWI and affluent adults between 2022 and 2030 ([see story](#)). Revenue in the Indian luxury goods market amounts to \$7.52 billion thus far in 2022 and is expected to grow annually by 1.63 percent CAGR (compound annual growth rate) from 2022 to 2027, according to [Statista](#).

The market's biggest segment is luxury watches and jewelry, which accounts for a market volume of \$2.21 billion in 2022.

The French jeweler is not alone in its fascination with India, and many luxury brands are looking to increase their

presence in the wondrous Asian country. British luxury automaker McLaren Automotive recently moved into the Indian market ([see story](#)) and Balenciaga is set to debut in India in 2023 ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.