

JEWELRY

Chopard celebrates Happy Diamonds collection with K-pop crossover

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The ladies of k-pop group aespa are wholly emblematic of the spirit of innovation backing Chopard's latest campaign. Image credit: Chopard

By AMIRAH KEATON

Swiss jeweler **Chopard** is spreading a bit of joie de vivre with an international collaboration.

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The brand's Happy Diamonds line is the subject of a new campaign, which spotlights its Happy Hearts jewelry and Happy Watch collections. K-pop group aespa comes together to showcase the magical constellation of dainty hearts, one of Chopard's greatest hits.

aespa x #ChopardHappyDiamonds

Innovative and expressive, the ladies of aespa are wholly emblematic of the spirit of Chopard.

Chopard has tapped the group, who meld femininity, fantasy and futurism, for a set of campaign videos and imagery.

The brand's "HAPPYDIAMONDS - Chopard x aespa" campaign video

A campaign video begins with a simple text frame that reads "Chopard x aespa," outlining the nature of the crossover collaboration between the high fashion brand and the international group at the height of music fandom.

Through fun, tilting camera angles and quirky close-ups, the newly-named brand ambassadors don Chopard's heart-shaped designs, complete with bejeweled treatments.

For the spot, the Swiss label opts for a French soundtrack. Chopard's leading ladies move to the sounds of "Ou Allons Nous D'ici," by Dan Zeitune.

Though featured as a united front across imagery, Chopard's new faces appear one by one in video content. The approach shines a light on each member, as Karina, Winter, Giselle and Ningning all present individualized expressions of the pieces in which they are styled.



[View this post on Instagram](#)

A post shared by Chopard Official (@chopard)

The group made its debut in November 2020 with a splashy name originating from an eclectic combination of the words 'Avatar X Experience' & 'Aspect', representative of innovative activities driven by the theme of "experiencing a new world via the encounter of the avatar", your other self."

Therefore, it goes without saying that the campaign's celebrity ambassadors bode well with the daring, playful energy behind the jovial jewels each woman wears.

Luxury trends toward K-pop

With their youth, creativity and abundant energy, the highly popular South Korean girl group initially caught the eye of Chopard co-president and artistic director Caroline Scheufele, sparking the original thought to partner while exemplifying the power of strong executive appointments and internal structures ([see story](#)).

The tapping of Korean stars as campaign talent has proven to be particularly popular as of late ([see story](#)), lucrative for luxury brands due to the digitally-native fandoms these groups maintain ([see story](#)).

Besides the maison's latest My Happy Hearts campaign, aespa will also star in upcoming campaigns for Chopard's Happy Sport collection, in a nod towards the potential future staying power of luxury's latest affiliates.

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