

JEWELRY

Chopard, Mariah Carey flutter fabulously in new collection

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Noted vocalist Mariah Carey shining in Chopard. Image credit: Chopard

By AMIAH TAYLOR

Swiss jeweler **Chopard** has joined forces with Grammy award-winning musical phenom Mariah Carey to make a powerful new winged jewelry collection.

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Chopard, which has received jewelry endorsements from society's upper echelon, has set its sights on a new ambassador for its Happy Butterfly collection. The five-times-platinum certified "Butterfly" singer maintains an extension track record of resonance with monarchs, using its likeness as a symbol of freedom, making her an ideal candidate to serve as the face of the campaign.

Butterflies as emancipation, darling

The Chopard collection, as beautiful as it is ethical, has debuted in a branded campaign film. In "Happy Butterfly x Mariah Carey," the songstress enlightens viewers on how her organic partnership with Chopard began.

"The story of how I came to collaborate with Chopard is almost like a fairytale," Ms. Carey says, to start. Opening the film with this phrase alone imbues the brand partnership with a sense of authentic enchantment and enamor.

The scene continues with a voiceover. Ms. Carey is the very picture of elegance, grace and bright, vivacious energy as she has her image captured in a high glamor photoshoot.

The "Happy Butterfly x Mariah Carey," campaign film

"There was this beautiful Chopard butterfly-themed silk scarf that [Caroline Scheufele, president and artistic director of Chopard] surprised me with as a gift and it was just sitting there on the table with a note," Ms. Carey says in the film.

"And the minute I saw it, I thought wow!" because I had just received the Diamond award for one of my songs and really wanted to celebrate the moment and make it major but I hadn't told anybody yet."

Viewers can see Ms. Carey smiling demurely, an elongated Chopard diamond earring fit for royalty dangling from her earlobe. The certified ethical 18-carat white gold asymmetrical butterfly accessories from Chopard and Ms.

Carey's joint effort sparkle incessantly as the camera flashes.

[View this post on Instagram](#)

A post shared by Chopard Official (@chopard)

Mariah Carey dripping in white diamonds for Chopard's Happy Butterfly campaign film

As her signature honey blonde ringlets fall over her shoulder, Ms. Carey poses with a distinct diamond butterfly on her ring finger. This placement could allude to the fact that, by herself and irrespective of the romantic contexts typically associated with this caliber of wear, Ms. Carey is her biggest, most unabashedly sparkling self, in a bid to customers with similar values.

When Ms. Carey calls Ms. Scheufele, the creative director began sketching right away, creating a picture of a diamond necklace that the international music sensation deems "unbelievable."

As the scene shifts, Ms. Carey plays with her tresses and wears the undisputed crown jewel of the collection a white gold butterfly diamond necklace with a pendant the size of a child's fist. Chopard describes the necklace as "a river of round-cut and heart-shaped diamonds."

Ms. Carey says the collection is designed to be inclusive of everyone in the film. Unlike many high jewelry collections, this collaborative capsule of thoughtful pieces is not intended solely for affluent buyers.

"You can go casual chic or be over the top, whatever," Ms. Carey said.

"Chopard is known as the Maison of 'joie de vivre' representing glamor and exquisite quality while maintaining the utmost ethical standards," Ms. Carey says in the film. During the voiceover, the viewer is treated to an image of the superstar sitting cross-legged with a joyous smile and a puppy in her lap.

The film ends after Ms. Carey defines what butterflies mean to her freedom and emancipation before the words "Chopard, the artisan of emotions since 1860" flash on the screen in branded white script, signaling its conclusion.

Luxury ethics are in

For luxury jewelers who want to appeal to younger consumers, such as Gen-Zers in regions like China, sustainability and eco-conscious materials are paramount, according to a recent report ([see story](#)).

While many prominent jewelers seem to be jumping on the "fairmined" bandwagon, Chopard introduced its first jewelry line crafted from ethically mined gold in 2015 ([see story](#)). The Swiss jeweler has been dedicated to the cause, strictly using 100 percent ethically-sourced gold in all of its collections since 2018 ([see story](#)).

Chopard is joined by Italian brand Pomellato in designing collections with eco-consciousness in mind.

Pomellato debuted a sustainably sourced jewelry line in honor of Earth Day in 2020 ([see story](#)) and has extended its conservation efforts from the macro goal of using ethical materials to the micro goal of restoring Italian landmarks ([see story](#)).

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