

JEWELRY

Boucheron dazzles in Serpent Bohme campaign starring Alexa Chung

September 26, 2022



Alexa Chung stars in Boucheron's Serpent Bohme campaign. Image credit: Boucheron

By LUXURY DAILY NEWS SERVICE

French jeweler **Boucheron** is putting its precious stones on full display in a new campaign.

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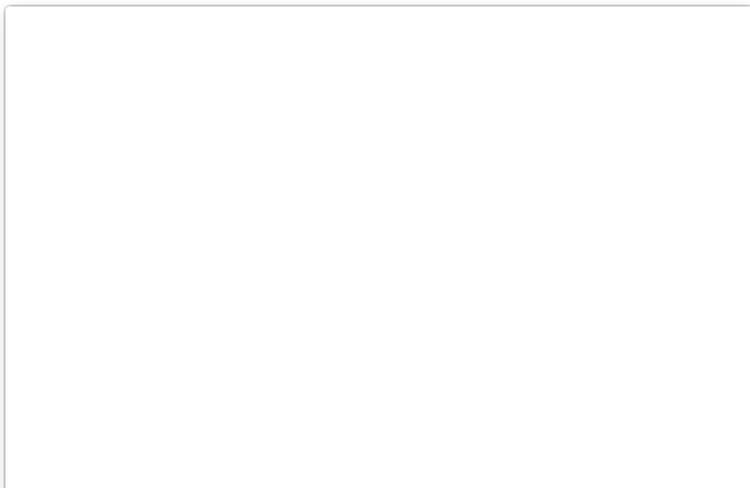
With the help of fashion darling Alexa Chung, who makes an appearance amid a new set of campaign images out from the brand, Boucheron lifts Serpent Bohme, a collection that infuses rare jewels such as aquaprase and rhodolite into a uniquely-designed ensemble of accessories. The line embodies Maison Boucheron's craft-focused ethos with free-spirited constructions and a level of savoir-faire that only a heritage brand could uphold.

Serpent Bohme Solarit

Freedom represents the founding spirit of the Serpent Bohme collection.

Under the hashtag #BoucheronBrightAnyway, campaign content features a familiar face. British writer, model and all-around "it" girl dons a yellow gold Serpent Bohme Solarit multi-motif necklace.

Collection pricing is available upon request, according to Boucheron's site.



[View this post on Instagram](#)

A post shared by Boucheron (@boucheron)

Originally debuted in 1968, Boucheron's Serpent Bohme Solarit is still shining. A set of animated product shots highlight's the line's illuminative nature, with a stream-of-light effect traditionally achieved by slowing a camera's shutter speed.

Ms. Chung appears in one of the images, stagnant and slow at first before a lens pulls back to reveal the model's upper half. Clothed in a black turtleneck, the ultimate canvas for an accessory of this magnitude, she looks to her left, revealing a sharp profile and letting the jewels speak for themselves.

The influencer is a frequent collaborator of the brand, often infusing heritage houses with youthful authenticity. Ms. Chung sported necklaces and rings from the fine jewelry Animaux de Collection and Quatre novelties lines for fall/winter 2021 campaign ([see story](#)).

Reflective of assertive femininity, a teardrop shape surrounds a set of diamond rings, earrings, necklaces and bracelets. More modern options include an asymmetrical ear cuff and a two-finger ring.

Designs take form in yellow, gold and pink gold.

Boucheron's anchor collection dates back to the late 19th century and is based on a snake-shaped necklace made by Monsieur Frdric Boucheron himself and gifted to his wife the omen, which was intended to protect her while he traveled.

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