

JEWELRY

Boucheron unveils Boucheron Wonderland campaign for holidays

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British model Alexa Chung features in the Boucheron Wonderland holiday campaign. Image credit: Boucheron

By LUXURY DAILY NEWS SERVICE

French jeweler Boucheron, calling Paris home since 1858, has debuted its end-of-year campaign, Boucheron Wonderland.

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The collection is centered around the festivities of the holiday season, and features international figures including Hannah Quinlivan, Alexa Chung, Youn-Jung Go, Mila al Zahrani and Rola.

The campaign is said to be a "joyful invitation to experience the festive season through the eyes of a child," per **Boucheron**, Paris.

"This campaign leads you to an imaginary world where the most enchanting surprises are hidden in the most unlikely places seek and you should find!"

Consumers can expect products such as stacking rings, luxury watches, statement earrings and high-quality metals.

Boucheron is a unit of France's Kering luxury group.

Tis the season

This year, the holiday campaign is filled with "glittering adornments" and "invites you to experience the festive season through an enchanting and imaginary lens," as stated by the brand.

Boucheron is embracing luxury and celebration with this holiday campaign.

Products included in the collection is covered in gems such as diamonds, made with gold and intended to help consumers embrace the holiday, which is "a time to celebrate, a time to play, a time to believe," according to the company.

"Whether you are looking to splurge on yourself or a loved one, Boucheron has a wide selection of jewels for all that complement the magic of the holiday season."

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