

JEWELRY

## Chopard lifts 'haute joaillerie' in ode to house gemsetter

February 9, 2023



*Chopard uplifts the voices of those that make the brand's work possible via the newest edition of "Meet Our Artisans." Image credit: Chopard*

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By EMILY IRIS DEGN

The jeweler is out with the latest "Meet Our Artisans" video, highlighting the work of house gem-setter Carlos Correia.

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Chopard's people-centric campaign brings to light the importance of including the laborers behind the products in brand identity. The series centers their work, platforming the talents and narratives of the people who make Chopard's success possible.

### Labor of love

The brand is among those bringing forth more equitable conversations about the labor that happens on the company's watch.

So often, the makers behind products are left invisible in public-facing outputs from brands, allowing for mistreatment and inaccurate views of capitalism. Chopard is working to celebrate the work of house makers, ensuring that credit is given to those who literally create the brand's profits.

### *Chopard's "Meet Our Artisans" selection*

"[This job] is much more than that for me," said Mr. Correia in a statement.

"I feel like an artist painting a picture, but instead I'm painting a jewel."

The Meet Our Artisans' series makes space for the voice of those who are not often given the platform to speak, as craftspeople and laborers seldomly make it into the social media posts or press releases of the companies they work for.

So often, the public is only met with images of celebrities, high-earning products and ultra-wealthy executives when looking to what brands present as their identity to assess them by. Chopard is offering images of Mr. Correia, expertly crafting luxurious jewelry, alongside videos of his colleagues.

He narrates the video, speaking to his experience, knowledge and perspective of the work he does. Viewers get to watch as he puts together extremely high-value jewelry pieces, encrusted with diamonds and careful

embellishments.

"When I receive a piece, I also receive its design," Mr. Correia said.

"After that, I put the piece in setter's cement and start to position the stones according to the plans," he said. "It's different to working with sapphires or rubies, it's different to working with emeralds, and even more so to working with amethysts or topazes, because diamonds are that much harder.

"...you have to know how to listen and stop at the right moment."

Mr. Correia's talents are put on full display in the piece, as Chopard celebrates his knowledge and finesse of the prized jewelry.



*Chopard's centering of artisan voices signals a high value of the talent they bring. Image credit: Chopard*

Bringing an authenticity to the table, Mr. Correia's words offer a deeper dive into the true value of the pieces that he creates for Chopard.

"Often, my heart beats a little faster when they are extremely valuable gemstones," Mr. Correia said.

"There's a risk of damaging the piece or damaging the stone," he said. "It's experience that tells you how far you can go.

"You have to be really attentive and dextrous to showcase the stone."

His words ground customer experience and the perception of the brand in the labor that went into the products. In this way, the brand is prioritizing the human side of the business over the capitalistic, product-forward side of it.

#### People placement

Instead of Chopard simply presenting exclusive jewelry in its final form alongside the high asking price, the brand is pointing viewers in the direction of who made it.

This is key in the initiation of conversations concerning fair labor practices, ethical price points and social justice concerns in the workplace.

Other brands are also working to eliminate the invisibility of their laborers, centering campaigns around their experience. Louis Vuitton is among them, as the brand recently presented a campaign featuring the work of house artisans ([see story](#)).



*Louis Vuitton linked heritage to the skilled work of its laborers in the film. Image credit: Louis Vuitton*

Luxury fashion conglomerate LVMH has also been giving a voice to the company's community members. Through film, LVMH highlighted those who fall outside of mainstream culture, celebrating diversity ([see story](#)).

As more brands get on board, it will pave the way for product pricing to reflect the true value of the piece, as the labor that went into it will not go unnoticed anymore. This is a big step towards fair wages and better labor conditions as employee invisibility will no longer be such a norm in brand communications at least, that's the hope.

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