

JEWELRY

## Chopard homages Hollywood, high jewelry in new film series

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*Ms. Roberts serves as the symbol of Hollywood wonder, bringing warmth and a love of the art form to viewers. Image courtesy of Chopard*

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By EMILY IRIS DEGN

Swiss jeweler **Chopard** is platforming a sense of joie de vivre with the help of American actor Julia Roberts.

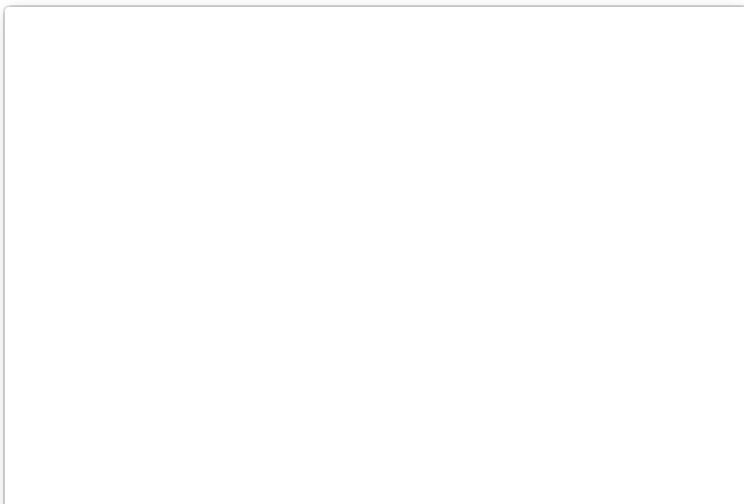
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The partnership is celebrating the feel-good spirit of both Ms. Roberts and the moviemaking industry in the United States, releasing a 12-part mini-film series. The brand brought on American film director James Gray to help bring the joyful homage to life, who has directed big-budget films such as *Ad Astra* and *The Lost City of Z*.

### Positive energy

The series comes in honor of the International Day of Happiness, with the first two episodes being released on March 20.

The jeweler is putting good vibes at the heart of each short film, with Ms. Roberts' world-famous smile front and center. Viewers get an inside look at not only the behind-the-scenes moments of moviemaking, but of Ms. Roberts' views on happiness.



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A post shared by Chopard Official (@chopard)

"After our Happy Diamonds campaign directed by Xavier Dolan in 2021, which featured a mesmerizing and twirling Julia Roberts illustrating the pure, immediate and communicative happiness at the heart of Chopard's spirit, this new series broadens the spectrum of the initial momentum," said Caroline Scheufele, co-president and artistic director of Chopard, in a statement.

"We are revealing a new facet of our identity, the Feel-Good vibe: the self-confidence instilled by Chopard jewelry or watches, reverberating in the air and infusing the entire surrounding universe with positive energy."

Featuring an exclusive interview with the actor, Chopard gets at the meaning of happiness according to Ms. Roberts, as she describes what brings her the most joy in her life. She names things that most people would also name, such as her family and good health, connecting viewers to the celebrity in a relatable and intimate way.

Thanks to this down-to-earth presentation of Ms. Roberts, the series strips away all of the pretense that often accompanies celebrity features, leaving three key elements her joyful demeanor, the magic of cinema and Chopard jewels.



*The actor brings together luxury jewelry and filmmaking with her world-famous warmth. Image courtesy of Chopard*

"Julia Roberts is that rare thing: a genuine movie star," said Mr. Gray in a statement.

"She also happens to be a person with a tremendous sense of humor about it all, and somehow, she hasn't let her legendary status go to her head," he said. "...the work is always a pleasure, if for no other reason than the fact that the camera is as big a fan of Julia's as I am!"

"Both Julia and Chopard embody a true sense of happiness, so it was a wonderful opportunity to work with them on this campaign."

In the first episode, she dons high-jewelry heart earrings from Chopard, her shining smile glittering with the diamond pieces.

#### *CHOPARD LOVES CINEMA - The High Jewellery Earrings*

The ethically-sourced 18-carat white gold and 28 carats of diamonds sparkle with generosity, complimenting the warmth that the actor gives off. It is for this warmth that she has been named the muse of all women's watch and jewelry collections from the brand, deepening her connection to Chopard, as she has been the ambassador of all Happy Sport and Happy Diamonds collections since 2021.

The feel-good spirit of the actor and the cinematic world of which she is a part is further emphasized with the work of British photographer Alasdair McLellan, who captured the behind-the-scenes shots alongside other professionals to help viewers get to know the movie star and the joy she brings to every scene.

Wearing the glittering pieces from the jeweler, Ms. Roberts playfully interacts with the filmmakers, cares for her dog, knits and most importantly, laughs wholeheartedly throughout it all.



*Always laughing, Ms. Roberts exudes warmth as Chopard highlights the feel-good offerings of the movies. Image courtesy of Chopard*

This candid playfulness is brought full circle with the second product highlight of the series, thanks to the inclusion of the [Happy Sport 33 mm floating diamond watch](#).

Based on the legendary golden ratio, the five diamonds within the face dance and evoke a sense of movement and youthfulness. In the accompanying visuals, Ms. Roberts jokes around with on-set professionals, lightheartedly gesturing to her watch when one dozes off, showcasing the liveliness at play behind the camera of viewers' favorite films.

#### Marketing movie magic

Chopard's series positions it as a proponent of not only actors and those involved in film, but of the viewers who adore the art form.

Including brand jewelry amidst visuals of such a beloved actor working and laughing carves out a spot for the pieces in the world of cinema, infusing a sense of relevance to the maison. Many other luxury brands are following suit, working to add some movie magic to their own products, including French fashion house Chanel ([see story](#)).

Italian fashion brand Prada has also stepped up to the trend, presenting a black-and-white homage to filmmaking in its "Touch of Crude" campaign ([see story](#)).



*Film icons Julia Roberts and James Gray work together to bring Chopard's vision to life. Image courtesy of Chopard*

Chopard's highlighting of Ms. Roberts could give the brand a leg up on the other luxury brands embracing cinema, as she is not only revered worldwide for her roles, but for her personality as well. She has created a bond with her fans that many actors are unable to do, with her smile and wit capturing the hearts of all.

The brand is set to release the rest of the series in the coming months, ready to dive further into the ways that film

continues to speak to the hearts of viewers across the globe.

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