

JEWELRY

## Boucheron revisits fine jewelry fundamentals for 'Basic Not Basic'

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*The Quatre collection gets white gold accents and airtime alongside ambassadors Alexa Chung, Rola, Youn-Jung Go and Mila Al Zahrani as part of Boucheron's latest update. Image credit: Boucheron*

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By AMIRAH KEATON

French jeweler Boucheron is engaged in a balancing act, ensuring longevity with a brand staple that is current enough to attract attention, and classic enough to have stood the test of time.

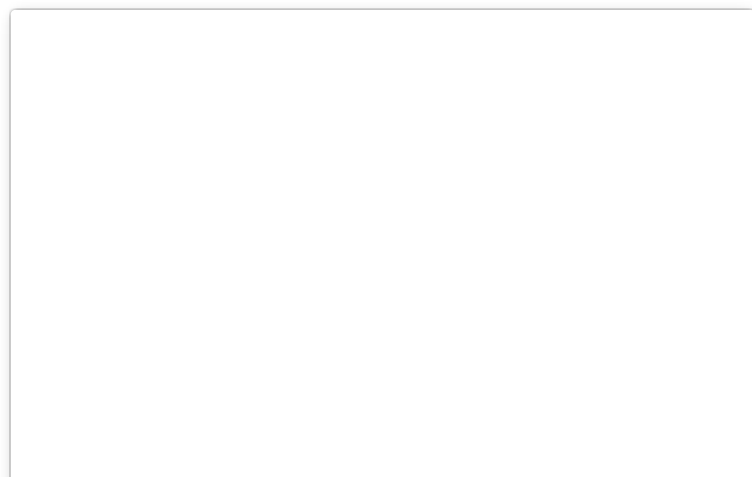
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The maison has once again redesigned an anchoring fine jewelry line, this time adding new messaging and modern precious metals into the equation. The Quatre collection gets white gold accents and airtime alongside ambassadors Alexa Chung, Rola, Youn-Jung Go and Mila Al Zahrani as part of Boucheron's latest update.

Boucheron in black-and-white

Reinterpretations reign supreme amid the house of Boucheron's seasonal exercise. Entitled "Basic Not Basic," the brand's newest campaign receives a black-and-white treatment.

While previous Quatre iterations have included precious metal tones of the yellow, white and rose varieties, Boucheron's double white arrangement marks the first distinct combination of white gold and white hyceram.



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The aforementioned compound is a hybrid of ceramic and polymer materials with an intense and high-quality appearance. A line of pav diamonds accents the monochromatic layout, in a show of added strength.

Across a series of assets, the brand is using the likenesses of Ms. Chung, Ms. Rola, Ms. Go and Ms. Al Zahrani to promote the pieces.

Meanwhile, stylists have chosen to pair them alongside Boucheron's Quatre Black Edition, the result of a physical vapor deposition process that dresses a gold band in black attire.

As Boucheron envisions the next chapter for Quatre ahead of a milestone anniversary, the duo complement each other well.

### **Quatre turns twenty**

Next year, Boucheron will celebrate two decades of Quatre.

The iconic brand signature was inspired by the design of the cobblestone streets of the city in which the company was founded, launched in 2004 in ring form.

The Parisian luxury entity would go on to add earrings, necklaces and bracelets into the contemporary mix in later years.

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Last year, the brand went live with a campaign for the treasured collection which centered on oversized takes on the Quatre, an enlarged decision that house creative director Claire Choisne felt positively magnified the beauty of the items

The spot was shot by famed fashion photographer David Sims and former Vogue Paris editor in chief Emmanuelle Alt, set in the City of Lights ([see story](#)).

The year before, Ms. Chung starred in a campaign for Quatre Novelties ([see story](#)). The British influencer and designer has a long-standing history with the company, making an appearance amid a new of campaign images for Serpent Bohme.

The collection infuses rare jewels such as aquaprase and rhodolite here, Boucheron's history of expertise in precious stones lead the way into a uniquely-designed ensemble of accessories.

Similar to the current activation, the Serpent Bohme 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 ([see story](#)).

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