

JEWELRY

Boucheron embraces maximalism for 'More is More' marketing effort

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The brand is opting for playful proportions and 1980s-inspired looks for the Carte Blanche High Jewelry collection. Image credit: Boucheron

By EMILY IRIS DEGN

French jeweler Boucheron is out with a vibrant drop.

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Creative director Claire Choisne is presenting a collection and campaign filled with complementary colors, simple shapes, imaginative proportions and an overall sense of playfulness. In the midst of the category's current minimalist wave, the Carte Blanche High Jewelry collection is a show of support for modernity's embrace of rechilding aesthetics and the classic maximalism that has long defined luxury.

"When we think of fine jewelry it's rarely associated with playful accessories," said Casey Golden, CEO of **Luxlock**, New York.

"The Boucheron collection of Objects d'art is revitalizing a category often overlooked and under assorted," Ms. Golden said. "The timing couldn't be better with the emergence of bright colors in an industry filled with a silver and gold color palette."

Work and play

With development beginning in the middle of 2020 lockdowns, the Carte Blanche High Jewelry collection is a response to the anxiety at large during the time.

According to Ms. Choisne, she wanted to create something joyful in light of the stress being felt by many around the world during the COVID-19 pandemic. To achieve this, she turned to the idea of childhood.



Many of the designs are inspired by toys from the 1980s, and such is the case with "Solve Me," a necklace made of 21 precious cubes, made from pink sapphires and diamonds. Image credit: Boucheron

Drawing on toys, music and looks from the 1980s, Ms. Choisne created Boucheron accessories filled with color and a strong sense of playfulness.

Now, the presented lineup features pieces such as gem-studded scrunchies, oversized chainlink jewelry, pink sapphire and diamond-encrusted puzzle necklaces, pop art cuffs and brooches inspired by high school iron-on patches.

Boucheron presents the 'More is More' campaign

Among the array is a giant bow, made from 611 diamonds and white gold. Informed by cartoons, the lightweight design is achieved through the use of magnesium; the extra-large creation, "Tie the Knot," appears to have more depth than in reality, an optical illusion formed thanks to the unique metal and color techniques.

Geometric shapes such as cubes and spheres, bold stripes, primary and complementary shades, pattern mixing and a tinkering of depth also add the playfulness factor of the collection.



"Pull Me" can be transformed from earrings into hoodie strings, infusing the collection with the appeal of streetwear. Image credit: Boucheron

"Boucheron is bringing a playful twist that is as joyful as functional," Ms. Golden said.

"What stands out the most from other high-end jewelry collections is that it's coming from Boucheron rather than a mainstream brand," she said. "Boucheron is upping the game with versatile accessories for grown-ups.

"There is something ingenious with the design and execution of these wearable art installations."

Quiet time

Since 2020, many luxury brands have been turning to kidcore aesthetics, platforming youthful cuts, bright colors and imagination.

French fashion house Louis Vuitton is among them, having also played with proportions and childhood games for its spring/summer 2023 campaign ([see story](#)). British fashion house Stella McCartney has also hopped on board, combining the idea of rewilding and rechilding for its spring collection ([see story](#)) a sense of optimism and free-spiritedness permeated the visuals and clothing alike.



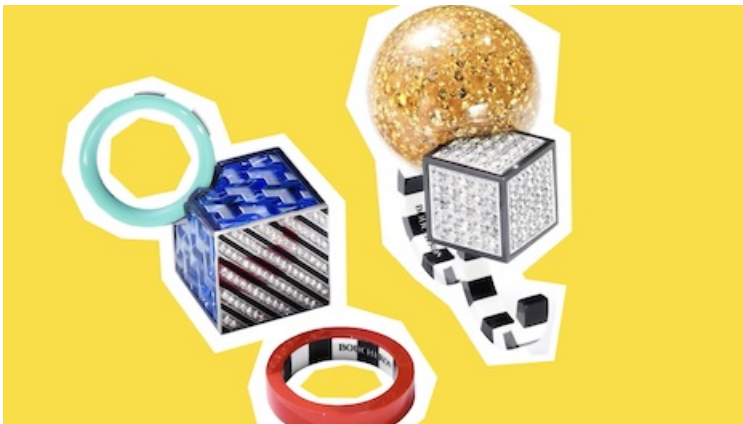
"Do Not Iron!" odes high school patches from the 1980s, now turned into brooches bedazzled with gemstones for a grown-up version of the wearables. Image credit: Boucheron

It is not just luxury fashion that is letting children inform drops and campaigns. Swiss jeweler Chopard recently released a rainbow design, eyeing a rising demographic. ([see story](#)).

As Gen Z takes luxury by storm ([see story](#)), it seems that more brands and categories as a whole are catering to the fresh-faced consumer base.

However, kidcore has often been tied to maximalism in looks and philosophy, a style many consider to be at odds with popular trends like quiet luxury and stealth wealth.

Many luxury brands like Italian cashmere label Loro Piana and Italian menswear brand Brioni have been heralded for their foundational tendencies to lean in those directions. As a result, the heritage brands have been having quite the moment on social media platforms such as TikTok, as consumers take to the pared-down, monogram-less offerings ([see story](#)).



The latest high jewelry collection from Boucheron is steeped in references to growing up, from the colors to the shapes to the items which they mimic. Image credit: Boucheron

Though this latest Boucheron collection may not fit into the more widely accepted idea of stealth wealth, there are elements at play that allow the jewelry to have its feet in both camps.

"Quiet luxury is less about minimalism and more about if you know, you know," Ms. Golden said.

"It's always been driven by the enjoyment of the products for the owner rather than making a statement to the viewer," she said. "The Boucheron collection is playful, unexpected and still aligned with an if you know, you know' strategy it's a fun secret because no one would guess that your ponytail holder or barrette is actually made of diamonds.

"This could be the boldest balance between understated and viral-worthy, and I have no doubt these will be the most recognizable, giftable, and splurge-worthy pieces for the rest of the year."