

JEWELRY

Spotlighting heritage, Graff creates multi-faceted campaign

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The push is fronted by Dutch model Rianne Van Rompaey. Image courtesy of Graff

By ZACH JAMES

British jeweler Graff is looking to the iconography of its past for its latest series of releases.

Taking cues from age-old maison marks, the new Butterfly Collection has launched on the brand's website. Comprising multiple portions of the jewelry industry, from watches to earrings, the new string of products harkens to a familiar symbol from the luxury label's history, celebrating them on a large scale.

"Graff using the butterfly motif is a great approach to leverage nostalgia to target the new luxury consumers," said Romey Louangvilay, head of communications and creative strategy at [ELMNTL](#), New York.

"It makes more sense to use a symbol people recognize with your brand versus introducing a new emblem, especially if the goal is to tap into consumers' nostalgic mindset," Mr. Louangvilay said. "In my personal opinion, it looks like the objective of this campaign is to engage core, older consumers who love the brand and then tapping into a newer generation who may not be as familiar.

"The butterfly emblems and motifs is the thread to connect their customers together."

Emblematic lines

The Butterfly Collection contains four signature lines: the Butterfly Silhouette, the Pav Butterfly, the Classic Butterfly and Butterfly Watches.

The Silhouette sub-collection is comprised of pendants, bracelets, rings, earrings, necklaces and bangles, each utilizing a design spotlighting three of the emblematic flying insects. Round and marquise diamonds, as well as the use of pav stones, are said to make the pieces' gems stand out from the pack.



Rings, bangles and bracelets are featured throughout the trilogy of fine jewelry lines. Image courtesy of Graff

Products that are a part of the Butterfly Silhouette line range in price, from \$3,200 to \$41,000.

"The DNA of Graff is very distinctive, and while a stone-led design philosophy guides us, we are also inspired by the world around us," said Anne-Eva Geffroy, design director at Graff, in a statement.

"The outline of a butterfly, which has become synonymous with Graff, has, over the decades, offered us endless opportunities for reinterpretation," Ms. Geffroy said. "The inner fire and life a diamond holds within, make it the ideal medium to portray the natural beauty of the butterfly, and to give it permanence to endure through all of time."

Another facet of the campaign is the Pav Butterfly pieces, which are comprised of the same segments as the former, aside from the exclusion of wristwear. With a similar design to the Silhouette sub-collection, but features the titular gems, as well as colored stones, all surrounding a spotlighted diamond centerpiece, making the butterflies resemble flowers.

The assemblage features a wide range of price points, from the lower end of \$1,550 for Petite Stud Earrings, to the high mark of \$180,000 for the Round and Marquise Diamond Pav Butterfly Necklace.

Directly nodding to the heritage of the maison is the Classic Butterfly line, featuring a single butterfly outlined by what the brand calls "the finest Graff diamonds." Rings, bracelets, pendants, earrings and necklaces make up the sub-collection.

The simplistic design is boosted by the master artisans at the heart of the forging, creating pieces catering to those with knowledge of Graff's history and the importance the flying insect to it.

Butterfly Watches round out the campaign, with each dial resembling a kaleidoscope of dancing butterflies. Made in collaboration between Graff's Swiss watchmakers and its London-based atelier, the six timepieces fall under two distinct designs.

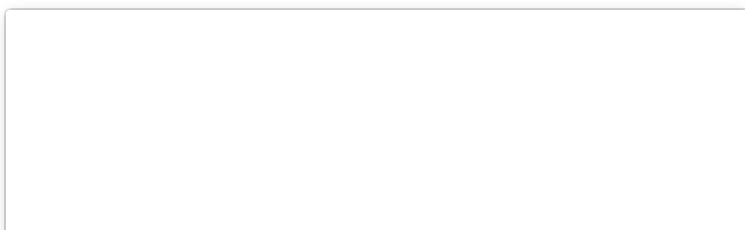
The Classic Butterfly Watches feature stainless steel bodies and black satin straps, retailing for \$28,000. The Classic Butterfly Diamond Watches run the gamut of colorations, each sporting an alligator hide strap and diamond dials.

The wide-ranging Butterfly Collection spans a total of 68 pieces. Released alongside the jewelry is a short-film featuring Dutch model Rianne Van Rompaey, whose look is styled by Emmanuelle Alt, the former editor of Vogue Paris.

Eras of luxury

The Butterfly Collection from Graff is the latest in a recent string of releases and activations from jewelry houses celebrating their respective histories.

Last week, Italian jeweler Repossi opened an anniversary exhibition, spotlighting the 10th year of the Antifer high jewelry collection ([see story](#)). Activations such as this have been commonplace over the summer, with this serving as the most recent example.



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A post shared by Graff (@graft)

Luxury labels, from automakers to fashion brands, are apt to capitalize on their history, especially on the topic of important anniversaries, but others simply bring back designs that consumers will be familiar with in a bid to capture both imaginations and nostalgic buyers.

"In recent years, nostalgia has become increasingly popular, especially with the newer generation of luxury consumers - Millennials and older Gen Z," said Mr. Louangvilay.

"Brands, especially luxury brands, are realizing that the pre conceived notions of luxury consumers need to change," Mr. Louangvilay said. "Millennials and Gen Z have a preference for consuming content that evokes nostalgic experiences as it takes them back to a time where things were simpler and easier for them."

French jewelry maison Cartier recently revived the 50-year-old Baignoire timepiece with an aim on the most affluent of its base its offerings topping out at over \$75,000 ([see story](#)).

Italian fashion house Gucci took a different approach, launching a new collection featuring logo-centric designs, across its chronometers and fine jewelry lines ([see story](#))

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