

JEWELRY

Chopard, Julia Roberts debut high jewelry capsule

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The brand has owned the central jewel since 2018. Image courtesy of Chopard

By LUXURY DAILY NEWS SERVICE

Swiss jeweler **Chopard** is revealing its first-ever creative collaboration with a longstanding brand ambassador.

American actress Julia Roberts and Caroline Scheufele, the maison's co-president and artistic director, are combining their talents for a limited high jewelry set. Just three pieces, including a necklace, earrings and a ring, spotlight designs hailing from Indian culture, all brought together by the 6,225-carat Insofu emerald.

"Collaborating with Julia on this capsule collection has been an incredible journey," said Ms. Scheufele, in a statement.

"From the moment we discovered the Insofu Emerald, we knew it was a gem that could inspire greatness," she said. "This parure is a testament to that inspiration, a fusion of our shared passion for beauty, elegance, and responsible luxury."

Uncut gems

Chopard purchased the massive star jewel in 2018 and has been waiting for the perfect time to cut the gem.

Meaning "elephant" in Bemba, the language spoken in the region where it was found, Insofu comes from the Zambian Kagem Mine. The emerald was later downsized into individual pieces in Jaipur, inspiring its eventual form.



The capsule furthers the maison's push toward sustainable luxury. Image courtesy of Chopard

Ms. Scheufele brought Ms. Roberts into the fold based on her extensive history with jewelry and the maison itself, having starred in several recent campaigns over the years ([see story](#)).

Fittingly titled “Chopard x Julia Roberts,” the collection ties together many facets of the brand’s manufacturing process, from goldsmithing to cutting different types of gems, including the Insofu, rubies and turquoise, one of the actress’ favorite stones. All three of the bespoke pieces utilize these materials, with the jewelry featuring a cacophony of stones intertwined, connected or otherwise linked.

The resources used were all sustainably sourced and are traceable through Chopard’s system, credited to the purchase of the raw emerald and Fairmined-certified ethical rose gold.

“Caroline immediately caught my attention when she told me the story of her exceptional Insofu Emerald,” said Ms. Roberts, in a statement.

“It was such an exciting challenge when she later proposed we work on a bespoke design, and together, we’ve had a lot of fun bringing this set into reality, creating jewelry that’s beautiful, sustainable and mixes the timeless allure of emerald with stunning colors and a stone I cherish, the turquoise.”



Guests of the launch event included British singer Elton John. Image courtesy of Chopard

The capsule was unveiled last week at an exclusive dinner party at the Chateau Marmont, a hotel in Los Angeles.

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