

JEWELRY

Boucheron travels back to 2004 as Quatre turns 20

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Aspirational Gen Zers and millennials are seemingly the audience for the brand's latest drop. Image courtesy of Boucheron

By ZACH JAMES

French jeweler Boucheron is celebrating an iconic design reaching two decades on the market.

To uplift the Quatre product line's 20th anniversary, the brand is releasing a variety of campaigns and global activations, fittingly spanning the pieces' lifespan. In imagery, the company transports the viewer back in time, displaying how both the luxury consumer and Quatre have evolved since the mid-2000s.

"The campaign is geared toward a younger demographic who is certainly successful and fearless and forever chic," said Christos Joannides, founder and creative director of [Flat 6 Concepts](#), Los Angeles.

"Understated and elegant Boucheron, the campaign is reminding us of their timeless design, impeccable workmanship while still remaining relevant and relatable with a younger generation," Mr. Joannides said. "I believe awareness is more of a key factor in this campaign.

"Playing on the Parisian Lifestyle and carefree attitude of the young, successful and, dare I say, the restless."

Mr. Joannides is not affiliated with Boucheron, but agreed to comment as an industry expert.

Back to school

Originally launched in 2004, Quatre is time-warping back to that year in an attempt to capture the attention of those with reverence for the period.

As a part of Boucheron's multifaceted spring/summer 2024 campaign, the brand is debuting the "Yearbook" collection of short films, which portrays the jewelry line and its audience in era-specific styles and how those choices and codes have changed with the times.

Male and female models sport pieces from the Quatre line in the advertisement

Released this week, the initiative spotlights how trends change, but icons remain the same, a core tenet of the luxury space now applied to Quatre. This is shown through the revolving timeline of the spot, jumping from 2004 to 2007, then 2010, advancing to 2015, then 2020 and finishing off in 2023.

The number 20 centers the maison's celebratory activities, even more than the visuals and framing of its latest marketing push. Furthering this, a series titled "Being 20" was uploaded to Boucheron's YouTube channel.

In the videos, the maison speaks to multiple French twenty-somethings, each musing on the potential still ahead of them, creating ties to the future of the Quatre line, positioned as being in its relative infancy compared to most other high-end icons.

Who said my collection was only for women? Certainly not me.

Xoxo, Quatre [#Quatreis20](#) [#Boucheron](#) [pic.twitter.com/fo0J4lf1j9](#)

Boucheron (@Boucheron) [March 24, 2024](#)

"Despite the history of the Quatre collection being merely 20 years old, (which is relatively short for collections of heritage brands such as Boucheron) they also wanted to use the 20 years as a tie-in for younger aspirational consumers to be able to relate to the timeless design," Mr. Joannides said.

Other luxury staples, such as French leather goods and accessories brand Longchamp ([see story](#)), are also looking to schoolhouse stylings for their seasonal drops.

To correspond with its drop, a new collection featuring rings, bracelets, earrings, necklaces and more is available now on Boucheron's [website](#) and in stores.

The spring/summer 2024 campaign is split into two parts, one dedicated to schoolhouse memories potentially drawing in Gen Z and millennial crowds and the other taking a more traditional look at Quatre's luxury appeal.

Classical codes

Boucheron and Quatre's second half of the dual seasonal and celebratory initiative reveals a conventional approach.

Polish model Anja Rubik stars in "Quatre is 20," posing in various pieces from line. Ms. Rubik, and the collection, ensue on a global tour, launching takeovers of Paris, Tokyo, Seoul, Shanghai, Dubai, Taiwan and more.

Boucheron presents "Flashing Lights"

This aspect of the marketing endeavor dates back to February 2024 but has been ongoing ever since, leading into the recent release of the spring/summer campaign. The initiative for the first half of the year continues this positioning, as it sees models seemingly mobbed by paparazzi due to their dazzling jewelry.

Tapping well-known talent has become more commonplace to start this year, as maisons lean back on A-listers, actors and models, a trend often coupled with nostalgia for bygone eras.

The 1960s ([see story](#)), '70s ([see story](#)) and 2000s are now on luxury's radar, as the industry attempts to draw aspirational consumers back into the fold and hold on to its core audience at the same time.