

MULTICHANNEL

## Chopard builds awareness through multichannel Cannes partnership

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By RACHEL LAMB

French jeweler Chopard is using its partnership with the 65th Cannes International Film Festival to push new products, celebrate its legacy and connect with consumers through cultural icons.

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Chopard's tribute to Marilyn Monroe, which includes unpublished photographs and a jewelry collection, will be debuted at the festival. The jeweler is pushing these efforts through social media, a dedicated Web site and various set-ups at the festival.

"The alignment of interests between luxury goods and film festivals is especially present in the case of the Cannes Film Festival," said Christina French Houghton, associate strategist at Siegel+Gale, New York.

"Although the market at times can be noisy, it can also be a good place to promote luxury goods," she said. "There is a certain timeless elegance associated with French fashions, so the location of the Cannes Film Festival also helps to support some of the messages luxury brands would like to promote.

"A number of high-profile film festivals are associated with celebrity, luxury and sophistication—attributes that luxury jewelry brands would certainly embrace."

Ms. Houghton is not affiliated with Chopard, but agreed to comment as an industry expert.

Chopard did not respond before press deadline.

#### Sparkling effort

Chopard has been connected to the Cannes Film Festival for 15 years. In fact, it designed the Palme D'Or trophy that is given to winners every year.



*The 2012 Palme D'Or trophy*

There are 25 previously-unpublished images of Monroe by Milton H. Greene that will be presented.

The exhibition is previewed at the Cannes Festival and will tour the world during the rest of 2012.

In addition, Chopard's new products have been inspired from timeless elegance synonymous with the late star, per the brand.

The necklace is a cascade of heart-shaped, briolette-cut and brilliant-cut diamonds and is paired with heart-shaped and brilliant-cut diamonds. The total carat weight of both products is 210 carats.



*Marilyn Monroe tribute necklace*

The line was first worn May 16 by actress Eva Herzogova for the mounting of the steps ritual at the beginning of the festival.

The Marilyn Monroe tribute is part of Chopard's annual Red Carpet Collection. Other items in the 2012 collection include two rings and a second necklace/earring set.

"The Cannes Festival is a celebration of time-honored and timeless creativity, of originality and of art at its pinnacle," said Manfredi Ricca, Milan-based managing director of Interbrand. "The synonymic fit with the pursuit of luxury brands speaks for itself.

"For Chopard, this is bound together at the very heart of cinema past and future as the architects, 15 years ago, of the redesigned Palme D'Or trophy," he said.

Do the Cannes Cannes

Chopard is using social media and a [dedicated microsite](#) to celebrate its partnership with Cannes Film Festival.



### *Chopard microsite*

Its microsite includes a Cannes 2012 red carpet collection, live feeds, the tribute to Monroe and history between the jeweler and the festival.

Consumers can visit the Chopard Facebook page and Twitter feed for real-time updates, images and videos about the festival.



### *Chopard's Facebook page*

A film festival attended by some of the richest consumers in the world could do wonders for a luxury brand marketing there, but only if the connection makes sense.

Luxury marketers typically use awards shows, festivals and other glamorous, televised events to push products.

In addition, official or unofficial celebrity endorsements could do wonders in attracting both aspirational and true luxury consumers.

For example, luxury marketers used the Emmys, Screen Actors Guild Awards, the Grammys, the Academy Awards and the British Academy of Film and Television awards

to draw attention to themselves and celebrities that wore their creations ([see story](#)).

“A film festival is the ultimate gathering of the upper echelon of industry leaders and celebrities,” said Elizabeth DeMaso, managing partner at Brenes Co., New York. “Along with creative thought leadership comes the glamour and excitement of Hollywood on a bigger, international scale.

“By partnering with the festivals, brands are presenting themselves as creative innovators,” she said. “And by participating with more than a social media or public relations effort, sponsorship implies category leadership.”

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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