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Chopard taps sustainable luxury for Cannes Film Festival push

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By TRICIA CARR

Chopard is feting its new sustainable luxury initiative called “The Journey” by releasing the first two ethically made pieces on the red carpet at the 66th Cannes Film Festival in Cannes, France.

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The Swiss jeweler is working with consultancy firm Eco-Age founder Livia Firth and the organization’s Green Carpet Challenge program to kick-start its sustainable line. Chopard unveiled the first two pieces late last week during a celebrity-packed event while consumers could follow along on the brand’s Cannes Film Festival Tumblr account.

“Sustainable luxury is something that we will certainly be hearing more about in the future,” said Betsy Csatorday, senior vice president and strategy director at [Atelier](#), New York.

“Chopard is trying to stake a claim to this space with The Journey,” she said. “For consumers who care deeply about topics of ethics and environmental sustainability, it should make Chopard a strong bidder for mindshare.”

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

[Chopard](#) was not available for comment before press deadline.

Film fanatics

The sustainable effort's launch coincided with news last week that \$1 million-worth of Chopard jewelry was stolen from a Cannes hotel during the festival.

Still, the theft did nothing to dampen festivities.

The jeweler has been involved with the Cannes Film Festival in different capacities for more than a decade.

This year marked Chopard's 15th year of providing the Palme d'Or that is awarded to the winner of the Best Film category.

Also, many actresses have been photographed wearing pieces from the brand's 2013 Red Carpet Collection, which was inspired this year by moments of love in cinema.



Cara Delevingne in Chopard jewelry

Chopard seems to have chosen to launch its “green” initiative when all eyes are on the brand.

The jeweler announced May 17, the third day of the festival, that it would begin The Journey, a path to sustainable luxury for the brand.

The first two pieces in the collection are a bracelet and ring set in fair-mined gold sourced from a South American community mine and feature diamonds from “approved sources,” per the brand.

The items were first shown at an event May 17 and will appear on the hands of celebrities

on the red carpet during the remainder of the festival, which runs through May 26.



Sustainable luxury pieces

The Journey will take place over multiple years. It began with a partnership between Chopard and Colombia-based Alliance for Responsible Mining program that looks to regulate the conditions for gold miners in South America and protect the environment.

The jeweler released images of the two pieces to its global audience through a Tumblr account dedicated to the brand's activities during the Cannes Film Festival at <http://chopardredcarpet.tumblr.com>.



Tumblr page

Tribute to Marilyn

Last year, Chopard used its affiliation with the Cannes International Film Festival to push new products, celebrate its legacy and connect with consumers through a tribute to Marilyn Monroe.

There were 25 previously-unpublished images of Ms. Monroe by Milton H. Greene that were displayed. The exhibition previewed at the festival and later toured the world during the remainder of 2012.

Chopard's Red Carpet Collection that year was also inspired by the timeless elegance of the late actress.

The brand used a dedicated microsite to celebrate its partnership with Cannes Film Festival that featured live feeds, the tribute to Ms. Monroe and the history between the jeweler and the festival ([see story](#)).

By switching up its annual theme and having supporting digital efforts, Chopard could draw more attention to its presence at the festival compared to if it were just to arrange product placements with celebrities.

The brand is likely to reach its target audience this year since many luxury consumers are passionate about sustainability.

“While some may think of ethics and sustainability as being topics that are important to a small segment of consumers, atelier's Luxury Profiler study indicated that a significant portion – more than 40 percent – of affluent consumers feel strongly about such topics when it comes to luxury purchases,” Ms. Csatorday said.

Final Take

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