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Boucheron fetes brand history via new jewelry collection

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By JEN KING

French jeweler Boucheron is targeting brand enthusiasts by releasing a high-end jewelry collection featuring eight pieces representative of the brand's longstanding history.

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Luxury Daily

Each piece of Boucheron's Hôtel de la Lumière high jewelry collection is an updated recreation of a historic piece found in Boucheron's archives. Boucheron is likely to reach its brand enthusiasts by basing this campaign on its history.

"Incorporating history into a campaign is a great way for friends, followers and customers to become more closely involved with a brand's offerings, said John Casey, senior vice president of [Havas Public Relations](#), New York.

"It's a great way to familiarize themselves with a brand's traditions," he said. "It's a great relationship builder.

"When applied correctly, social media campaigns usually provide a beneficial online awareness boost for a brand."

John Casey is not affiliated with Boucheron, but agreed to comment as an industry expert.

[Boucheron](#) was unable to comment directly.

One from the vault

Created in addition to the “Artisan du Rêve” collection, Boucheron’s newest collection celebrates both the light of Paris as well as the brand’s history.

Boucheron’s jewelers found inspiration in the brand’s past by looking to its archives to create this collection of eight signature Boucheron pieces.



A jeweler perfecting the "Soleil Radiant" necklace

Using traditional French techniques, the jewelers updated the designs of the original archived pieces to create a contemporary collection.

Boucheron tells more than just the brand’s singular story through the Hôtel de la Lumière collection.

Each piece from the collection also has its own story, a chapter in Boucheron’s larger history, as well as a connection to a world of light.

The number eight is symbolic for Boucheron, which celebrates its 120th anniversary this year. Its flagship boutique in Paris at 26 Place Vendôme has eight facets.



Boucheron located at 26 Place Vendôme, Paris

Other connections to the number eight include the eight planets of the Solar System and the eight realms of the circle of life.

Included in Hôtel de la Lumière is seven necklaces and a collection of three brooches.

Boucheron's Web site for Hôtel de la Lumière gives jewelry enthusiasts a glimpse into the past by featuring the original piece that served as inspiration for the updated version along with a short blurb describing the techniques used in crafting the piece.

In addition to the original piece, the viewer can read the inspiration behind a given material or stone used in the piece, giving enthusiasts a greater understanding of the brand's creative process.

Fans of the brand also get to see a still of the jeweler at work setting stones, drafting designs and setting delicate crystal.

Boucheron's Facebook page features numerous photographs of each piece as well as a 13-second video clip posted to the brand's Instagram. It can be viewed [here](#).

The Hôtel de la Lumière collection is only available in Boucheron boutiques.

Historic settings

Luxury brands often use their history to create a connection with brand enthusiasts. By generating interest in the past, brands are likely to secure fans for the future.

For example, Jaeger-LeCoultre and Aston Martin is feting their decade-long partnership with three exclusive timepieces as the Swiss watchmaker celebrates its 180th anniversary and the British sports car manufacturer commemorates its centenary this year.

The brands designed three exclusive timepieces to celebrate the anniversary of their partnership and filmed a joint video which urges enthusiasts of both to "follow the drive" and feel apart of the anniversary celebration. Partnerships such as this one can help brands cross-promote to each others' customers and reach a wider audience ([see story](#)).

Also, Swedish camera brand Hasselblad Bron is releasing a new camera collection for affluent photographers that is helping to revamp the brand and pays homage to its iconic history.

The brand is most famously known for being the camera used by astronaut Neil Armstrong to photograph the moon in 1969. The aptly named Lunar camera pays homage to Hasselblad's history while helping to propel the brand into the future by introducing consumer-friendly electronics that double as stunning works of art ([see story](#)).

Social media can benefit luxury brands by connecting the generations of enthusiasts one click at a time.

"Jewelry brands can benefit from a strong social media campaign," Mr. Casey said.

"One successful example of this is Cartier's excellent use of shareable videos which have garnered a tremendous amount of clicks and shares," he said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/aEJ5a5FOdRs](https://www.youtube.com/embed/aEJ5a5FOdRs)

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