

INTERNET

Boodles of London marries history with craftsmanship in social video

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By JEN KING

British jeweler Boodles is letting fans witness the creative process behind its Vintage Lace necklace through a social video meant to boost awareness of the brand's handcrafted jewelry collection.

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Boodles's "The Making of a Masterpiece" video takes brand enthusiasts from drawing board to display case as they watch the creation of one of Boodles most detailed pieces. The video highlights the craftsmanship involved in its line of fine jewelry, while displaying the brand's talent and staying power in the industry.

"Through this video we wanted to provide an insight into the exquisite detail and craftsmanship that goes into creating a piece of Boodles fine jewelry," said James Amos, director of [Boodles](#), London.

"The creation process is one that very few people are privy to," he said. "However, it is a fascinating and integral part of the fine jewelry industry and a craft that deserves to be celebrated.

"The first of its kind, this video invites people into our world, showing them just how much care, meticulous attention and skill goes into our work."

Masterpiece theater

The Making of a Masterpiece shows the creation, from diamond selection to final polish, of Boodles's Vintage Lace necklace.

The video begins as the Boodles logo fades away to reveal the awning of the brand's flagship boutique on Bond Street in London where its established date of 1798 is displayed.

As the awning slowly opens, the viewer is taken inside the boutique to witness crystal droplets hanging from the ceiling.

A safe dial is shown being opened as jewelry is set out in display cases. This signals to the viewer that Boodles is preparing to open for the day.

Embedded Video: <http://player.vimeo.com/video/71086531>

The Making of a Masterpiece

The following frames of the two-minute-long video show diamonds placed on a table and the artist, Rebecca Hawkins, sketching the the lace design of the Vintage Lace necklace.

Boodles is able to show its fans that it takes care in the selection of its diamonds to ensure the best quality by displaying diamonds of differing sizes in the frame prior to the sketch.

With the selected diamonds, the artist continues drawing the details of the necklace. The subsequent frame shows the artist carefully placing the diamonds and highlighting additional details with white paint.



Boodles artist

Once the design phase is complete, viewers are brought into the jeweler's workshop to witness the craftsmanship behind setting the diamonds within the necklace.

The platinum is hammered, filed, buffed and cleaned before the diamonds are placed.

The next scene shows the corner of a box slowly opening to disclose the finished product.

Close up shots are shown of three different sections of the necklace to showcase the

details of the necklace.

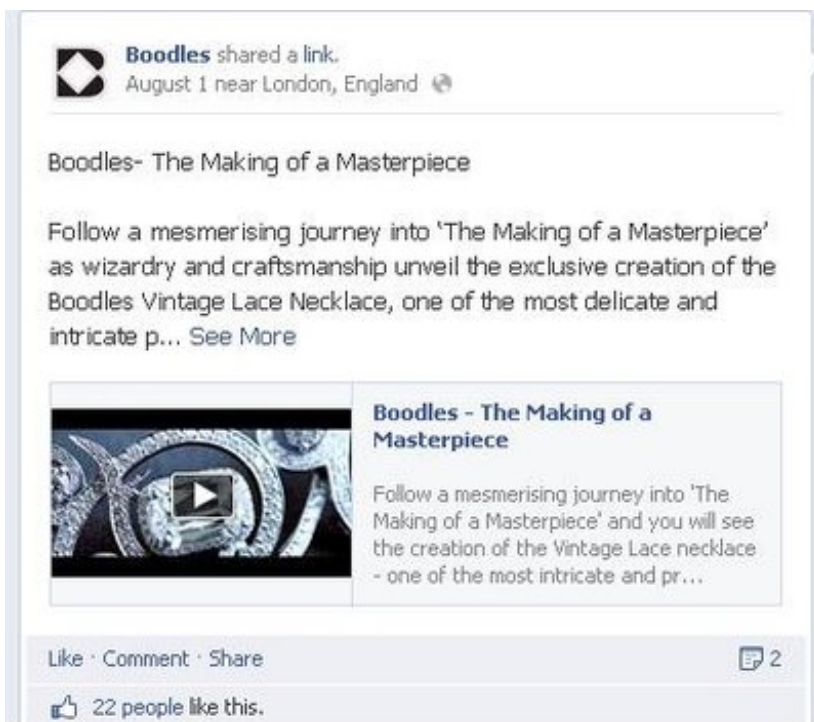


Detail of Vintage Lace necklace

These diamonds are likely the same as those selected by the artist as a way for Boodles to further show the care and quality of its jewelry from start to finish.

Finally, the product is shown worn by a woman to give the viewer an idea of what the Vintage Lace necklace looks like on.

The final scene shows a Boodles box being wrapped in ribbon. As the video ends the box logo is zoomed in upon while the brand's logo appears.



Boodles's Facebook

Boodles is using its social media outlets to publicize the video to reach a larger audience and obtain fan feedback.

The Vintage Lace necklace, part of Boodles' Wonderland high-jewelry collection, was likely chosen for the Making of a Masterpiece video because of its modern approach at traditional design.

A Vintage Lace necklace features 44.85 carats of opal- and brilliant-shaped Ashoka and fancy-cut diamonds set in platinum. The collection also includes matching bracelet and earrings.



Video still

The necklace celebrates Boodles long history while remaining relevant and aware of current jewelry trends.

Storytelling

Video allows brands to show a side of the brand that may not be accessible through traditional print advertisements.

For example, U.S. jewelry brand Tacori is taking fans behind the scenes of its Par Chance video campaign to explain what it means to be a “Tacori girl” through exclusive interviews.

The Par Chance video was released in December 2012 and the continuation of this campaign gives an in-depth look into Tacori’s target audience by comparing personality traits of ideal consumers to the jewelry brand’s collection. Comparing products to characteristics of consumers may help consumers feel more connected to the brand and therefore, more inclined to purchase products ([see story](#)).

In addition, Swiss watchmaker IWC Schaffhausen showed its playful side by honoring Swiss National Day with a social video that celebrates Switzerland’s national holiday with music.

The short video displays the precision used to create IWC timepieces in a whimsical way. Celebrating holidays alongside followers and fans can remind consumers of the brand’s roots ([see story](#)).

Heritage brands can stay close to their roots by building upon their DNA.

“We are very proud to be British,” Mr. Amos said.

“Boodles is more than 200 years old and we have ensured that our heritage has been a prominent influence in everything we do, from where the jewelry is created

geographically, to the inspirations that go into our designs, advertising campaigns and brand ethos,” he said.

“We have remained close to our roots, which makes us what we are today.”

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/-YGSQygBj9k](https://www.youtube.com/embed/-YGSQygBj9k)

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