

MULTICHANNEL

Fabergé casts \$39K ring in video reflecting earned indulgence

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By JEN KING

Russian jeweler Fabergé is showcasing the affluent lifestyle associated with its fine jewelry through a social video that sets different components of its latest collections against a sophisticated backdrop.

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Fabergé's "The Art of Colour" campaign film places emphasis on the brand's use of colored gemstones. With the popularity of gemstones increasing among fine jewelers, Fabergé will be able to highlight its relevancy among high-net worth consumers.

"This video is the deeper exploration of the ethos of The Art of Colour campaign," said Elspeth Ross, strategist at **Siegel + Gale**, London.

"While the print images, shot by industry stalwart Camilla Åkrans, do a great job of reflecting the drama and glamour of the collection by juxtaposing them with clean lines and monochromatic palette, the video piece is able to take a more layered approach," she said. "It references serenity, earned indulgence and independence and creates more of a story behind the stones; the model happily whiling away time by herself is a subtle nod to the fact that these products are aimed at women treating themselves.

"The recent increase in demand for colored stones is thought to be driven by women,

with men preferring to spend on diamonds.”

Ms. Ross is not affiliated with Fabergé, but agreed to comment as an industry expert.

Fabergé was unable to comment before press deadline.

A gemstone palette

Fabergé’s The Art of Colour campaign focuses on the brand’s heritage of employing colored gemstones in its designs to appeal to a millennial consumer unfamiliar with the jeweler’s history. The glamorous styling of the film’s set aligns with the lifestyle of Fabergé enthusiasts.

The 49-second film, directed by James Appleton, begins with a still photograph of a model resting her hands under her chin. The still photographs used throughout The Art of Colour video were taken by photographer Camilla Åkrans and have appeared in global print publications since October.

In the following scene, the same woman is seen wearing a black, flowing dress as she walks through a doorway in a home with modern decor. In the next frame, the woman is wearing a grey dress as she continues to walk across the room’s threshold.



Next the sequence of frames is repeating and ends with a close-up shot of the woman’s neckline to show viewers her ring and necklace. Following this close-up, the woman is seen sitting in a window frame wearing a colorful ring.



Rainbow Emotion ring

A woman appears on the lawn outside the window wearing a lavender dress. The scene

then reverts back indoors to show the woman playing a solo game of chess.



Video still with signature egg pendant necklace

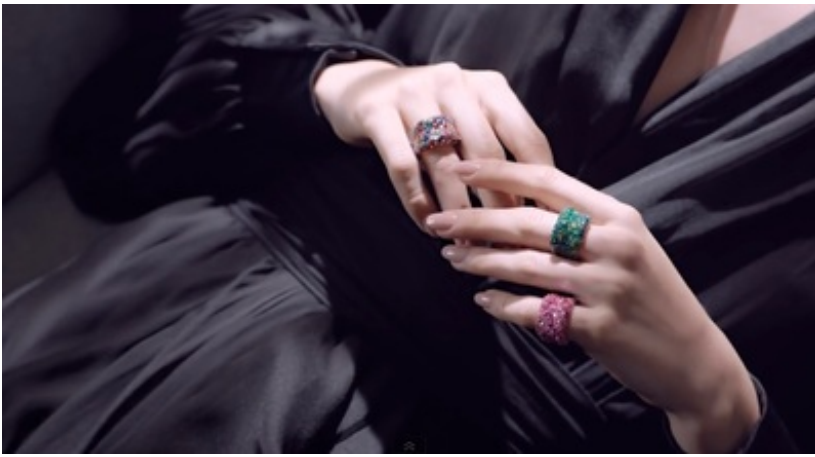
The following scenes flip between the lawn and window shots before showing the model reclining on a couch while wearing three large, colorful rings. Again the scenes alternate between the opening scenes of the woman walking through the door in her black and grey dresses before returning to the model on the couch as she spins a silver top.

The loop repeats to include the woman's chess game, the spinning top and the couch scene before ending as Fabergé's logo appears.

Fabergé 'The Art of Colour' Campaign Film

Featured in the Art of Colour film are Fabergé's multi-gemstone Emotion rings, the jeweler's signature egg-shaped pendants, the Treillage collection and fine cocktail rings. Gemstones used in the featured designs include emeralds, sapphires, rubies, spinels, tsavorites and colored-gemstones made by Gemfields.

As the focal point of the campaign, Fabergé's Emotion rings are available with gemstones in rainbow colors, shades of pinks, blues or greens and diamonds. The collection was inspired by the Fauvist art movement and Russia's landscape, contains 300 gemstones each and ranges in price from \$19,923 to \$39,193.



Close up still of Fabergé's Emotion rings

Millennial market

To appeal to a larger, more tech-savvy group of consumers, brands have to constantly update their digital presence.

For example, Fabergé polished its online boutique experience to allow consumers to shop products from the site for the first time.

Fabergé's updated online shopping experience let consumers in 29 countries receive purchases by mail and allowed them to explore the brand's history, current concepts and fine jewelry collections ([see story](#)).

With the popularity of gemstone jewelry on the upswing, finding creative and different ways to compete is key.

For instance, colored-gemstone maker Gemfields released a capsule collection of its designer collaboration jewelry line to be sold exclusively at British retailer Couturelab as well as an advertising campaign featuring brand ambassador Mila Kunis.

The jewelry collection is available exclusively at Couturelab's London boutique and on its ecommerce Web site ([see story](#)).

Video can craft a lifestyle image that is not as easily achieved in print.

"As always, highlighting lifestyle is beneficial on two levels," Ms. Ross said.

"Firstly, it enables the company to layer more elements of the brand onto the product, creating a more nuanced and deeper expression of the brand or campaign," she said

"Secondly, it promotes the aspirational qualities of the brand, prompting the viewer to dream what their lives might be like if they owned these products."

Final take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/bnTGyigm280](https://www.youtube.com/embed/bnTGyigm280)

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