

TELEVISION

Boodles documentary delves into the rarely seen world of high-jewelry

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By JEN KING

British jewelry maison Boodles is celebrating its more than 200-year heritage with a television documentary that follows the brand's creative process for a high-jewelry emerald necklace.

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Luxury Daily

Boodles' "The Million Pound Necklace: Inside Boodles" will air Sunday, March 23 at 8 p.m. on Channel 4 in Britain. Screening a documentary for a location-based audience will build awareness among local consumers who may be unfamiliar with the heritage and craftsmanship of the house.

"Our Greenfire suite is one of the most ambitious and valuable collections of high jewelry that we have produced and highlights the level of detail and craftsmanship that goes into Boodles jewelry," said James Amos, director of [Boodles](#), London.

"Our Greenfire necklace incorporates some of the finest emeralds from the Colombian Muzo mines within a playful, feminine and delicate setting that is characteristic of Boodles design," he said.

On fire

Boodles' documentary was filmed throughout 2013 by Garden Productions.

The production company involved is also behind BBC's award-winning "Inside Claridge's" film from 2012 that explored the inner workings and notable guests of grand London hotel Claridge's over three episodes.

The hour-long documentary is filmed in the fly-on-the wall style to better show how Boodles works on a daily basis. As the The Million Pound Necklace title suggests, the documentary will show viewers the creative process behind one of Boodles' high-jewelry necklaces.

Boodles' star of its documentary is the "Greenfire" necklace made of untreated Colombian emeralds from the Muzo mines. The maison describes the necklace as having "petal-shaped flames [that] dance amongst swirling tendrils creating a natural harmony between the elements: earth and fire."



Boodles' Greenfire necklace

The Greenfire necklace is set in platinum and features seven cushion-cut emeralds, or 46.20 carats surrounded by 17.38 carats of round-brilliant cut diamonds.

The Greenfire suite also includes a ring, earrings and second pendant necklace.

Throughout the program, viewers will have the chance to view each step of the necklace's creation. The Million Pound Necklace begins with loose emeralds and diamonds going step-by-step through the piece's design, creation and launch party.



Boodles' jeweler laying stones in the Greenfire necklace

The documentary also takes viewers to a cocktail party in Monaco and includes celebrity interviews to showcase the lifestyle of a potential owner of a Greenfire emerald necklace.

Also, the viewer will see how diamonds are bought by Boodles on a trip to New York's diamond district.

To promote its documentary, Boodles has used its social media accounts to share a behind-the-scenes photo blended with the Greenfire necklace.

On Facebook, Boodles included a section of its blog post regarding The Million Pound Necklace documentary.



Tweet for Boodles' The Million Pound Necklace: Inside Boodles documentary

Tatler is also assisting in the promotions by including the necklace in its Extreme Jewelry roundup on its Web site. The magazine, to keep its manners about talking about exact figures, estimated that the necklace is worth an equivalent value of 476 Bang & Olufsen Beoplay V1-32 LED HD televisions, or 1.6 million first-class British stamps.

A look inside

Television is a good platform for brands to gain exposure among all types of consumer demographics. A local audience may be more inclined to tune in because the brand represents a part of the area's cultural heritage.

For instance, Rolls-Royce Motor Cars looked to polish its brand image in the public

imagination through a documentary conducted by Britain's Channel 4 that aired March 20.

The documentary covered a six-month span and delved into the inner operations of the brand. Since Rolls-Royce excelled in 2013 with record sales and added jobs, the automaker will likely come off in a positive manner ([see story](#)).

Boodles has also produced small-scale films outlining its creative process and craftsmanship of its high-jewelry.

The jeweler let fans witness the creative process behind its Vintage Lace necklace through a social video meant to boost awareness of the brand's handcrafted high-jewelry collection.

Boodles's "The Making of a Masterpiece" video took brand enthusiasts from drawing board to display case as they watched the creation of one of Boodles' most detailed pieces. The video highlighted the craftsmanship involved in its line of fine jewelry, while displaying the brand's talent and staying power in the industry ([see story](#)).

Unlike the fashion industry, the behind-the-scenes world of fine jewelry is not as public.

"Very few people are privy to the world of fine jewelry and even fewer experience a behind-the-scenes insight, therefore we felt this would make an interesting and educational subject for viewers," Mr. Amos said.

"We are a family-owned company, founded over 200 years ago, so have come a long way," he said. "We love our business and are very proud of what we have achieved. Therefore, we are delighted to be able to share it with others."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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

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