In 1998, Chopard openly declared its love for cinema by becoming the official partner of the Cannes Film Festival. Since then, the partnership has grown from strength to strength with the Trophée Chopard that rewards young talents, along with many unforgettable images immortalised on the red carpet and forever etched in the popular collective memory of the most glamorous of all film festivals.

This year, Chopard celebrates its strong bond with the art of cinema and its devotion to positive emotions with a one-of-a-kind campaign, “Chopard Loves Cinema”, orchestrated by renowned film director James Gray and starring the Maison’s global ambassador, Julia Roberts. Through a series of beautiful black and white photographs taken by celebrated photographers Alasdair McLellan and Greg Williams, “Chopard Loves Cinema” follows Julia Roberts on a captivating journey backstage in a Hollywood studio with human, down-to-earth moments that inspire feel-good emotions. We get a glimpse inside the organised chaos of a film studio teeming with crew members and a plethora of props, which transform a moving tapestry of dreams, otherworldly experiences and mundane existence into the magic of cinema which resonates across generations and cultures.

Amidst this complex, intricate choreography, there she is: Julia, in all her spontaneity, humanity and smile – a luminous ray of sun. One moment, she is deeply concentrated as she rehearses her script; the next, she busts into laughter as she jokes with a crew member when things don’t go according to plan. Then, she turns and, with heartfelt strokes, cuddles her beloved dog Myrtle who has jumped on her lap – a reminder of the cherished bonds that exist beyond the spotlight.

Backstage, with her kindly gaze and ability to find something nice to say to everyone, Julia unfailingly uplifts the spirits of those around her. In moments of genuine spontaneity, she surprises everyone by slipping into trainers beneath her glamorous gowns and playfully takes over the camera herself, embracing her own creative spirit and adding a resolutely personal layer to the campaign. Looking at the pictures, we feel deeply touched by Julia, as a woman endowed with radiant beauty and as a high-achieving professional. Julia’s overflowing joie de vivre is irresistible. And then, in all her endearing warmth and humbleness, she sinks down on a chair, takes her needles and wool out of her bag and relaxes with knitting.

Speaking of Julia Roberts, director James Gray says, “Julia Roberts is that rare thing: a genuine movie star. She also happens to be a person with a tremendous sense of humor about it all, and somehow, she hasn’t let her legendary status go to her head. I always jump at any chance I might get to work with her. Both Julia and Chopard embody a true sense of happiness; so it was a wonderful opportunity to collaborate with them on this campaign.” For these pictures, first unveiled on March 20th 2023, the International Day of Happiness, Julia has personally chose Chopard’s timepieces and jewellery to adorn herself. These items are the talismans that make us feel connected with our loved ones and dear memories, and that have the power to give us energy throughout the day the moment we look at them. Thanks to these stolen moments with Julia backstage, Chopard reveals its raison d’être, its fundamental mission of creating watches and jewellery that empower energy.

“After our Happy Diamonds campaign directed by Xavier Dolan in 2021, which featured a mesmerising and twirling Julia Roberts illustrating the pure, immediate, and communicative happiness at the heart of Chopard’s spirit, this new series broadens the spectrum of the initial momentum. We are revealing a new facet of our identity, the FeelGood vibe, the self-confidence instilled by Chopard watches and jewellery, reverberating in the air and infusing the entire surrounding universe with positive energy,” comments Chopard’s Co-President and Artistic Director Caroline Scheufele.
In our fast-paced lives, how often do we find the time to switch watches between a formal work meeting and a glamorous cocktail reception? Caroline Scheufele, Chopard’s globe-trotting busy-bee Co-President and Artistic Director, felt that this task was sometimes impossible and that a new watch had to be designed to allow women to look appropriately accessorised for every occasion.

Voilà Happy Sport!

Playing with the concept of Chopard’s freely floating Happy Diamonds, Caroline envisioned a watch with two sapphire crystal discs above the hands, within which diamonds would whirl, following the wearer’s movements.

"Caroline, I’ll give you a rose for every Happy Sport watch you sell," joked a sceptical artisan, doubting the watch’s potential. But Happy Sport was an instant hit.

The watch became a symbol of social and cultural change, reflecting the increasing number of women pursuing successful careers. Just like Caroline, they needed a versatile timepiece that would look equally elegant on the tennis court, during a business meeting, or at an evening cocktail event.
“These diamonds are happy when they are free,” exclaimed Karin Scheufele, the mother of Chopard’s current Co-Presidents, Karl-Friedrich and Caroline, as she glanced at a sketch in the design studio.

That spontaneous comment became the inspiration for Chopard’s signature style found in the Maison’s watch and jewellery collections, characterised by a single diamond, a trio, or a set of five diamonds gracefully dancing between two sapphire crystal discs.

The Happy Diamonds collection encompasses necklaces, rings, earrings and bracelets adorned with single or concentric circles or hearts – one of the Maison’s most distinctive designs. Whether crafted in plain Ethical gold or adorned with gems, all designs feature dazzling diamonds that joyfully perform an eternal dance.

A simple gaze at this captivating and ever-changing choreography of shimmering diamonds serves as a constant reminder that life is all about motion and emotion. No matter where our journey takes us, we are always chasing the spark that ignites our spirits.
For Chopard, the organically shaped heart symbol is more than one of its most recognisable hallmarks. It expresses the Maison’s generosity as one of its founding values. “If I were to associate Chopard with an object, it would be a big heart because there is a whole family behind it”, comments Caroline, summing up the importance of heart for Chopard.

Naturally, the heart symbol is recurrent in Chopard’s creations and is celebrated in all its multifaceted charm in the Happy Hearts collections. Crafted in Ethical gold, Happy Hearts comprises necklaces, bracelets, rings and earrings, all featuring Chopard’s generous heart shape filled with a myriad of different coloured gemstones, thus offering women multiple options to express their style.

Among the gems, the incandescent tone of carnelian inspires courage and resilience, while the iridescent milky-white mother-of-pearl envelops the spirit with soothing energy. While the heart is a reminder of the power of kindness, the collection inspires fun. Rings and earrings are also available with a dancing diamond, and the earrings from the My Happy Hearts collection can be purchased individually to be worn alone or asymmetrically.

Solo or stacked? Just have fun.
HAPPY HEARTS
MY HAPPY HEARTS

13.

14. 15. 16.
Six facets, twelve edges, eight peaks. The elemental shape of the cube is infinitely versatile and intriguingly multi-faceted. It is ordinary and extraordinary at the same time. On the one hand, the cube evokes cold rationality; on the other, the boundless creativity of cubist painter Picasso. And could a cocktail ever be perfect without the frosty zest of an ice cube?

The cube’s intrinsic duality inspired Chopard to create Ice Cube, a collection of perfectly proportioned pieces and great fun to play with. While they are all crafted in the shape of little cubes, there is nothing monotonous about them. There are bangles, slender bar pendants suspended from chains, eternity rings with little cubes centered with diamonds, as well as fine chain bars to wrap around wrists.

Chopard’s Ice Cube jewellery is small enough to become a second skin but sizeable enough to make a statement.

And rest assured, Chopard Ice Cubes will never melt away.
The Alpine Eagle watch collection results from collaborative work spanning three generations of Scheufele, all passionate about watchmaking. It began when the young Karl-Fritz, son of Chopard’s Co-President Karl-Friedrich Scheufele, teamed up with his grandfather Karl to convince his father to consider updating the iconic Chopard St. Moritz watch.

Although Karl-Friedrich was initially reluctant, he eventually gave in to the powerfully persuasive team consisting of his father and son. The result was the Alpine Eagle in 2019, an elegant, assertive wristwatch inspired by the natural majesty of the Alps and the imperious beauty of the eagle.

The collection comprises several versions made from Lucent Steel™ and/or Ethical gold and diamond-set gold in 41 mm, 36 mm and 33 mm diameters, broadening its unisex appeal. The dials offer a choice of colours and textures, such as mother-of-pearl. For the first time, steel is treated as gold and displays the highest level of refinement ever achieved on a watch in that metal. In line with Chopard’s Journey to Sustainable luxury, the Maison’s exclusive Lucent Steel™ is made with a recycling rate of at least 80%.
The vast and varied crafts mastered by Chopard’s watchmaking and jewellery ateliers are perfectly summed up in the L’Heure du Diamant collection, a series of gem-set timepieces and jewellery. 

Exuding the irresistible spirit of 1960s glamour through its bark-textured strap, timepieces are framed by a ribbon of diamonds, meticulously set using Chopard’s crown setting technique, which maximises the brilliance of each diamond. Embracing the wrist like a second skin, the gold bracelet mimics the intricate details of tree bark and represents the culmination of a handcrafted goldwork technique developed by the Scheufele family.

The jewellery collection bearing the same name showcases Chopard’s unbridled creativity through a variety of forms, as well as signature designs such as circles and hearts, all achieving new heights of sophistication through the dazzling brilliance of diamonds.
L'HEURE DU DIAMANT
L’HEURE DU DIAMANT
Having reached its apogee in Venice in the 16th century, the art of lacemaking spread across Belgium, France, Spain and England, each region weaving its own distinct style and pattern into this delicate fabric. A truly dazzling wearable work of art, lace held everyone spellbound and in its finest and opulent form became a favourite adornment among the most powerful rulers of the past, from Catherine de’ Medici to Queen Elizabeth I.

Chopard’s Precious Lace collection pays homage to the noble art of lacemaking, reinventing it with precious gemstones and Ethical gold, while employing the same unwavering dedication and meticulous precision that were essential to crafting the most exquisite lace.

The fabric’s delicacy is rendered through slender mounts with ethereal spaces between them. An intricate dance of pear-shaped and brilliant-cut diamonds gracefully weaves patterns reminiscent of traditional lace, evoking flowers, waves and clouds.

Within this collection, earrings, pendants, rings and bangles thus reference the ebbing waves of the sea, as well as the velvety petals of flowers, or even the pulse of a beating heart. Chopard deftly reinterprets lace’s timeless motifs, infusing them with contemporary allure, resulting in jewellery that exudes sophistication, destined to stand the test of time.
Behold these pictures of Julia Roberts wearing the same necklace donned on the red carpet of the 75th Cannes Film Festival, as Chopard was celebrated its 25th anniversary of partnership with this glamorous event.

This impossible-to-forget necklace features a sumptuous fancy vivid yellow cushion-shaped diamond weighing over 100 carats. It is the mesmerising centrepiece pendant of a necklace made of a suite of pear-cut and cushion-cut white diamonds weighing a total of 54.67 carats masterfully crafted by Chopard’s Haute Joaillerie atelier in Fairmined-certified Ethical gold to exalt the gems’ natural beauty.

The diamonds’ brilliance illuminates Julia magically casting a glowing halo effect as her captivating smile beams akin to a luminous ray of sun.

This one-of-a-kind Haute Joaillerie creation and Julia Roberts are the perfect embodiment of Chopard’s values and mission. From its inception, Chopard and the Scheufele family have pursued excellence in selecting the finest materials and craftsmanship, aiming to inspire confident elegance and evoke positive emotions in all women.
1. Happy Sport Ø 25 mm Lucent Steel™ case, blue mother-of-pearl dial enhanced with dancing diamonds, double tour strap, quartz movement, ref. 278578-6013

2. Happy Diamonds Icons Ø 26 mm Ethical 18-carat rose gold case, diamond-set bezel, aventurine dial with high-precision moon-phase display and dancing diamonds, mechanical movement with automatic winding, boutique exclusive, ref. 278537-6026

3. Happy Sport Ø 30 mm Lucent Steel™ case and bracelet, silver-toned dial enhanced with dancing diamonds, mechanical movement with automatic winding, ref. 278693-5016

4. Happy Hearts Smoking Ø 33 mm Ethical 18-carat rose gold case and bracelet, mother-of-pearl dial enhanced with dancing diamonds, mechanical movement with automatic winding, boutique exclusive, ref. 278591-1027

5. Happy Diamonds Icons Ø 33 mm Ethical 18-carat rose gold case, diamond-set bezel, frosted green mother-of-pearl dial, mechanical movement with automatic winding, ref. 278593-6023

6. Happy Sport Ø 30 mm Ethical 18-carat rose gold case, diamond-set bezel, gem mother-of-pearl dial enhanced with dancing diamonds, mechanical movement with automatic winding, ref. 278693-5016

HAPPY DIAMONDS – P. 20-35 –

1. Happy Diamonds Icons diamond-set Ethical 18-carat rose gold pendant enhanced with dancing diamonds, ref. 79A039-5201

2. Happy Diamonds Joaillerie diamond-set Ethical 18-carat white gold pendant enhanced with dancing diamonds, ref. 79A049-1001

3. Happy Diamonds Icons diamond-set Ethical 18-carat white gold earrings enhanced with dancing diamonds, ref. 83A054-5401

4. Happy Diamonds Joaillerie diamond-set Ethical 18-carat white gold ring enhanced with a dancing diamond, ref. 892A16-1000

5. Happy Diamonds Icons Ethical 18-carat rose gold necklace enhanced with a dancing diamond, ref. 81A054-5001

HAPPY HEARTS – P. 36-47 –

1. Happy Hearts Smoking Ethical 18-carat rose gold and red stone sautoir enhanced with dancing diamonds, ref. 817562-5801

2. Happy Hearts Smoking Ethical 18-carat rose gold and red stone ring enhanced with a dancing diamond, ref. 802A85-5802

HAPPY SPORT – P. 6-19 –

1. Happy Sport Ø 25 mm Lucent Steel™ case, blue dial enhanced with dancing diamonds, double tour strap, quartz movement, ref. 278620-3003

2. Happy Sport Ø 25 mm Lucent Steel™ case, green dial enhanced with dancing diamonds, double tour strap, quartz movement, ref. 278620-3005

3. Happy Sport Ø 25 mm Lucent Steel™ case, pink dial enhanced with dancing diamonds, double tour strap, quartz movement, ref. 278620-3004

4. Happy Sport Ø 25 mm Lucent Steel™ and Ethical 18-carat rose gold case, diamond-set bezel, silver-toned dial enhanced with dancing diamonds, quartz movement, ref. 278620-6002

5. Happy Sport Ø 25 mm Lucent Steel™ and Ethical 18-carat rose gold case, silver-toned dial enhanced with dancing diamonds, double tour strap, quartz movement, ref. 278620-6001

6. Happy Sport Ø 33 mm Lucent Steel™ and Ethical 18-carat rose gold case, silver-toned dial enhanced with dancing diamonds, mechanical movement with automatic winding, ref. 278608-6001

7. Happy Sport Ø 33 mm Lucent Steel™ and Ethical 18-carat rose gold case and bracelet, diamond-set bezel, silver-toned dial enhanced with dancing diamonds, mechanical movement with automatic winding, ref. 278608-6004

8. Happy Sport Ø 25 mm Lucent Steel™ and Ethical 18-carat rose gold case, diamond-set bezel, mother-of-pearl dial enhanced with dancing diamonds, double tour strap, quartz movement, ref. 209415-5001

9. Happy Sport Ø 30 mm Lucent Steel™ case and bracelet, silver-toned dial enhanced with dancing diamonds, mechanical movement with automatic winding, ref. 278573-6012

10. Happy Sport Sun, Moon and Stars Ø 36 mm Lucent Steel™ case, blue dial enhanced with dancing sun, moon and stars, mechanical movement with automatic winding, ref. 278559-3011

11. Happy Sport Ø 36 mm Lucent Steel™ and Ethical 18-carat rose gold case, blue mother-of-pearl dial enhanced with dancing diamonds, mechanical movement with automatic winding, ref. 278578-6003

12. Happy Sport Luna Verda Ø 36 mm diamond-set Ethical 18-carat white gold case, bezel set with sapphires and emeralds, light blue mother-of-pearl dial enhanced with dancing diamonds and hour-markers set with sapphires, mechanical movement with automatic winding, boutique exclusive, ref. 278491-301

13. Happy Hearts Ø 36 mm Ethical 18-carat rose gold case, diamond-set bezel, aventurine dial with high-precision moon-phase display and dancing diamonds, mechanical movement with automatic winding, 250-piece limited edition, ref. 278494-501

14. Happy Sport Ø 33 mm diamond-set Ethical 18-carat white gold case, bezel and bracelet, mother-of-pearl dial enhanced with dancing diamonds and diamond-set hour-markers, mechanical movement with automatic winding, ref. 275378-1001

15. Happy Sport Ø 36 mm Ethical 18-carat rose gold case, diamond-set bezel, frosted green mother-of-pearl dial enhanced with dancing diamonds, white gold dancing golf club and a dancing golf ball, mechanical movement with automatic winding, boutique exclusive, ref. 278599-6023

16. Happy Spirit Ø 30 mm Ethical 18-carat rose gold case, diamond-set bezel, gem mother-of-pearl dial enhanced with dancing diamonds, mechanical movement with automatic winding, ref. 278693-5016

17. Happy Sport Oval diamond-set Ethical 18-carat white gold case and bezel, mother-of-pearl dial enhanced with dancing diamonds and diamond-set hour-markers, mechanical movement with automatic winding, ref. 275372-1001

REFERENCES
1. L'Heure du Diamant 40x34 mm
Precious Lace
Precious Lace

2. L'Heure du Diamant 43x37 mm
Alpine Eagle
Alpine Eagle

3. L'Heure du Diamant Ø 35.75 mm
Alpine Eagle
Alpine Eagle

4. Haute Joaillerie Collection
Haute Joaillerie
Haute Joaillerie

5. Haute Joaillerie Collection
Haute Joaillerie
Haute Joaillerie

6. L'Heure du Diamant 35x30 mm
Haute Joaillerie
Haute Joaillerie

7. L'Heure du Diamant 30.5x30.5 mm
L'Heure du Diamant
L'Heure du Diamant

8. L'Heure du Diamant 30x30 mm
L'Heure du Diamant
L'Heure du Diamant

9. Alpine Eagle 41
Alpine Eagle
Alpine Eagle

10. Precious Lace diamond-set Ethical 18-carat white gold ring, boutique exclusive, ref. @849591-1001
Precious Lace
Precious Lace

1. Alpine Eagle 36 Frozen Diamond-set Ethical 18-carat white gold case and bracelet, 18-carat gold dial paved with diamonds, Chopard Calibre 09.01-C (automatic winding), 25,200 vibrations/hour (3.5 Hz), 42-hour power reserve, Water-resistant to 100 metres, ref. 295370-1001 12. Alpine Eagle 36 Lucient Steel™ case and bracelet, Diamond-set bezel, Chopard Calibre 09.01-C (automatic winding), Chronometer-certified by the COSC, 25,200 vibrations/hour (3.5 Hz), 42-hour power reserve, Stop-seconds function, Water-resistant to 100 metres, ref. 298601-3004 13. Alpine Eagle 36 Ethical 18-carat rose gold case and bracelet, Diamond-set bezel, diamond and bracelet, Chopard Calibre 09.01-C (automatic winding), Chronometer-certified by the COSC, 25,200 vibrations/hour (3.5 Hz), 42-hour power reserve, Water-resistant to 30 metres, ref. 295386-5002 14. Alpine Eagle 36 Ethical 18-carat rose gold case and bracelet, Diamond-set bezel, Chopard Calibre 09.01-C (automatic winding), Chronometer-certified by the COSC, 25,200 vibrations/hour (3.5 Hz), 42-hour power reserve, Water-resistant to 100 metres, ref. 295370-5002 15. Alpine Eagle 36 Ethical 18-carat white gold case and bracelet, Chopard Calibre 09.01-C (automatic winding), Chronometer-certified by the COSC, 25,200 vibrations/hour (3.5 Hz), 42-hour power reserve, Water-resistant to 100 metres, ref. 298617-6002 16. Alpine Eagle 41 Frozen Diamond-set Ethical 18-carat rose gold case and bracelet, 18-carat gold dial paved with diamonds, Basel set with trapex-cut sapphires, Chopard Calibre 01.03:C (automatic winding), 28,800 vibrations/hour (4 Hz), 60-hour power reserve, Water-resistant to 100 metres, ref. 295363-5004 17. Alpine Eagle 41 Frozen Diamond-set Ethical 18-carat white gold case and bracelet, 18-carat gold dial paved with diamonds, Basel set with trapex-cut sapphires, Chopard Calibre 01.03:C (automatic winding), 28,800 vibrations/hour (4 Hz), 60-hour power reserve, Water-resistant to 100 metres, ref. 298600-3001 18. Alpine Eagle 41 Lucient Steel™ case and bracelet, Chopard Calibre 01.01:C (automatic winding), Chronometer-certified by the COSC, 28,800 vibrations/hour (4 Hz), 60-hour power reserve, Stop-seconds function, Water-resistant to 100 metres, ref. 298601-3004 19. Alpine Eagle 41 Lucient Steel™ case and bracelet, Chopard Calibre 01.01:C (automatic winding), Chronometer-certified by the COSC, 28,800 vibrations/hour (4 Hz), 60-hour power reserve, Water-resistant to 100 metres, ref. 298601-3004 20. Alpine Eagle 41 Lucient Steel™ case and bracelet, Chopard Calibre 01.01:C (automatic winding), Chronometer-certified by the COSC, 28,800 vibrations/hour (4 Hz), 60-hour power reserve, Stop-seconds function, Water-resistant to 100 metres, ref. 295363-5001
The trademarks, the corporate names, as well as all the designs of Chopard watch, jewellery and accessory models are the exclusive property of Chopard.

Any imitations or counterfeits will be prosecuted.

The creations in this document are not reproduced to exact size. In the same way the colours may differ slightly from the original and the carat weight of the stones can vary.

Chopard has been a proud Member of the Responsible Jewellery Council (RJC), a not-for-profit organization promoting ethical, social and environmental practices throughout the entire supply chain.