

# ***Chaumet Business Plan***



# *The Fairytale Campaign*



# 1999

## *New Line of Products*

Honoring the past of Chaumet while pioneering the future, Chaumet will launch *The Fairytale Campaign* to honor Princess Diana and her love for luxury & fashion



- The new collection will consist of:
  - ◆ A tiara line
  - ◆ Pendants
  - ◆ Locketts
  - ◆ Earrings
- All inspired by Princess Diana

# 1999

## *Communication Methods*

Brand Ambassador: Princess Diana

Magazine Coverage: Vogue, Interview

Billboards in select Locations:

Champs-Elysees, Paris

Via Montenapoleone, Milan

Rodeo, Los Angeles

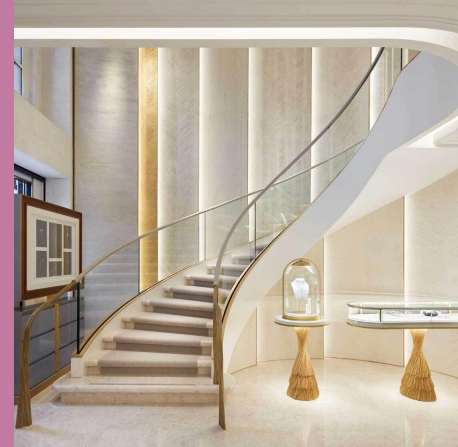


# 1999

## *Distribution*

The new line of products will be sold at the historic address 12 Vendôme, and select Chaumet boutiques in France, Italy, England, China, and Japan.

Sales personnel at these locations will be thoroughly educated on the line to bring an intimate and personalized experience to customers.



# 1999

## *Target Market*

With their new line, Chaumet will target the ultra high networth and primarily individuals who are:

- Women
- Age 25-50
- Indulge in luxury jewelry
- Royalty
- Attend high status events (e.g. galas, balls, royal ceremonies)
- Located in Europe, America, and Asia



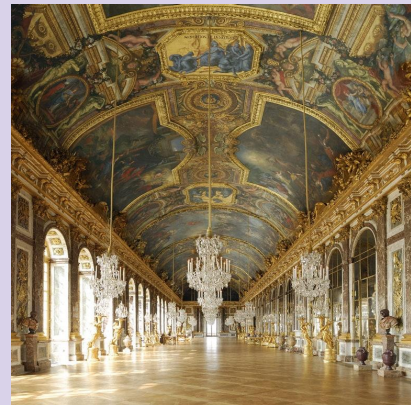
# 2023

## *Modernized Fairy Tale*

Keep the Prestigious Event Showcasing Chaumet's historic, and modern pieces.

- This event is invitation only
- Will be held at Chateau Versailles
- Black tie event (Theme of a ball, like the Bridgerton experience)

Chaumet will also collaborate with the MET on their most exclusive event of the year: the MET gala. The company will work to stylize the jewelry of selected celebrities who exude the values of the the brand. This will provide the firm with additional exposure for their products.



2023

# Products

Chaumet will begin to emphasize sustainability throughout the business including supply chain, carbon footprint, waste reduction, and well as with the jewels themselves.

Additionally, the brand will introduce more modern-looking pieces while still staying true to their historic roots and high-quality craftsmanship.



Chaumet, 18 place Vendôme  
Paris. Tél. 260.82.82.

# 2023

## *Who's Invited?*

- Women who can be a princess in a fairytale:
  - ◆ Elegant, Sophisticated, Beautiful, Kind
- Actual members of royal families
  - ◆ Princess Leonor of Spain
- Prominent world leaders
  - ◆ Presidents and Prime Ministers
- Prominent figures in society who meet the characteristic associated with this collection
- Historic News channels
  - ◆ BBC

