

BOUCHERON
PARIS

MOCK PROJECT

Boucheron

Social *Media* Audit



QUATRE

FIRST JEWELER OF THE PLACE VENDÔME

In 1893, Frédéric Boucheron is the first of the great contemporary jewelers to open a Boutique on the Place Vendôme



BY
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PROJECT BRIEF



Conducting a Social Media Audit for luxury jewellery brand **Boucheron** mainly through competitor benchmarking, content analysis & luxury consumer psychology framework.



PLATFORMS AUDITED: INSTAGRAM · TIKTOK · YOUTUBE · PINTEREST · FACEBOOK

Objectives of the Audit

Objective 1: Build social media as a discovery channel for the US market before the boutique expansion runs

Objective 2: Close the China/Xiaohongshu gap before the window narrows further

Objective 3: Retain the millennial buyer at the high jewelry tier

Objective 4: Build brand equity with Gen Z before they enter the luxury market

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FIRST JEWELER OF THE PLACE VENDÔME

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Understanding Bouchron's Target Audience

DEMOGRAPHIC DATA

MILLENNIAL WOMEN AGED 28–40

CONCENTRATED IN JAPAN,
SOUTH KOREA, CHINA, AND THE
MIDDLE EAST

BEHAVIOR PATTERNS

WHO BUY JEWELRY FOR
THEMSELVES

REACHED THROUGH K-POP/K-
DRAMA AMBASSADORS AND
MARKET-SPECIFIC ACTIVATIONS.

THE US SELF-PURCHASING MILLENNIAL IS THE OBVIOUS GAP: THE BUYER EXISTS, THE BEHAVIOUR EXISTS, THE BRAND HAS NO SOCIAL INFRASTRUCTURE TO REACH THERE YET.

Audience Research and Segmentation



Bouchron *Brand Voice*



Creating Recognition and Emotional Connection

tone of voice

CONSISTENTLY POETIC AND RESTRAINED. EVERY CAPTION, EVERY CAMPAIGN LINE, EVERY AMBASSADOR QUOTE IS FILTERED THROUGH A LITERARY SENSIBILITY THAT IS GENUINELY DISTINCTIVE.

format range

NARROW. ALMOST EXCLUSIVELY STATIC CAMPAIGN IMAGERY AND SHORT CAMPAIGN TRAILERS. NO LONG-FORM, NO LIVE, NO RAW, NO EDUCATIONAL, NO PROCESS-ORIENTED CONTENT. EVERY FORMAT CHOICE IS FORMAL.



visual language

DARK GREEN, GOLD, CREAM, BLACK.

posting cadence

IRREGULAR AND EVENT-DRIVEN. THE BRAND BURSTS AROUND JANUARY (HDS), JULY (CARTE BLANCHE), AND AMBASSADOR ANNOUNCEMENTS, THEN GOES QUIET.

Competitors *Benchmarking Strategy*



CARTIER	BVLGARI	VAN CLEEF & ARPEL
50 YEAR'S CONVICTION OF THE "LOVE CAMPAIGN" THEME AS INSTANT BRAND RECOGNITION EVERY PLATFORM, EVERY PIECE, EVERY AMBASSADOR EVENTUALLY CIRCLES BACK TO IT. NARRATIVE PRECEDING THE PRODUCT TIKTOK AT 1.1M FOLLOWERS INSTAGRAM AT 16M, K-POP FANBASE ARBITRAGE, BTS V'S PANTHÈRE CAMPAIGN V = PANTHÈRE. PAUL MESCAL = WATCHES. LILY COLLINS = GENERAL ELEGANCE SOFIA COPPOLA × JACOB ELORDI, CÉDRIC KLAPISCH'S ROAD-TRIP SHORT — THESE ARE WATCHABLE WITHOUT KNOWING THEY'RE CARTIER.	EVENT-CAPTURES, CELEBRITY IS AT THE MET GALA XIAOHONGSHU (HIGHEST-SPENDING LUXURY BRANDS ON RED) THE EXHIBITION MODEL (SERPENTI INFINITO SHANGHAI, SERPENTI 75 SEOUL WITH LISA) CONTRACTED AMBASSADORS : DUA LIPA (GLOBAL/MUSIC), LISA (ASIA-PACIFIC), ZENDAYA (GEN Z/FASHION), LIU YIFEI (CHINA), DAMIANO DAVID (EUROPE/MUSIC), KIM JI-WON (KOREA), ANNE HATHAWAY (WESTERN/FILM) AND PRIYANKA CHOPRA JONAS (SOUTHEAST ASIA) NO CRAFTSMANSHIP NARRATIVE	INSTAGRAM = POETRY, ASPIRATION, FAIRY-TALE LANGUAGE. YOUTUBE/ LINKEDIN = INSTITUTIONAL EXPERTISE, CRAFT EDUCATION, L'ÉCOLE SCHOOL OF JEWELRY ARTS. THE "VAN CLEEF PRINCESS" ORGANIC TIKTOK (CHLOE LIEM, 1.2M FOLLOWERS) HERITAGE (35%) + CRAFTSMANSHIP/ EDUCATION (25%) = 60% OF CONTENT IS EXPLICITLY ABOUT WHY THE PIECES COST WHAT THEY COST. MINIMAL CONTRACTED CELEBRITIES FUNCTION AS BRAND VOICES INSTEAD. THE POETRY OF TIME EXHIBITIONS (LONDON 2024, SHANGHAI 2025, DUBAI WATCH WEEK 2025)



STRENGTHS

1. THE ARCHIVE OF 167 YEARS OF SPECIFIC,
2. ORIGIN STORIES THAT NO COMPETITOR CAN REPLICATE.
3. THE VISUAL IDENTITY (DARK GREEN, GOLD, EDITORIAL PHOTOGRAPHY) IS IMMEDIATELY RECOGNISABLE.
4. TWO HIGH JEWELRY LAUNCHES PER YEAR GIVE
5. A CONSISTENT CONTENT CALENDAR.
6. K-AMBASSADOR INVESTMENT - HAN SO-HEE, MARK NCT, MINA TWICE
7. GIVE CONCENTRATED REACH INTO THREE HIGH-VALUE ASIAN MARKETS SIMULTANEOUSLY.

WEAKNESSES

1. FOLLOWER COUNT AND ENGAGEMENT SIGNIFICANTLY BELOW COMPETITORS.
2. FOUR PARALLEL AUDIENCE STRATEGIES (KOREAN, JAPANESE, CHINESE, MIDDLE EASTERN, WESTERN) WITH NO UNIFYING THREAD OTHER THAN THE BRAND
3. US PRESENCE IS ALMOST ZERO: NO AMBASSADOR, NO ACTIVATION, NO INFRASTRUCTURE.
4. XIAOHONGSHU NOT ACTIVATED.
5. TIKTOK AT ROUGHLY 84K FOLLOWERS

OPPORTUNITIES

1. US MARKET SPECIALLY THE NEW BOUTIQUE OPENING IN SEPT 2026
2. XIAOHONGSHU ENTRY MAINLY FOR THE CHINESE LUXURY CONSUMERS WHO ENGAGE THE MOST WITH CRAFT AND PROCESS CONTENT
3. THE SELF-PURCHASING MILLENNIAL IS THE FASTEST-GROWING LUXURY BUYER SEGMENT
4. THE QUESTION MARK NECKLACE IS ONE OF THE MOST VISUALLY DISTINCTIVE PIECES IN LUXURY JEWELRY AND IS UNDERUSED AS A SOCIAL ASSET.
5. STRENGTHEN THE VISUAL AESTHETIC PRESENCE ON PINTEREST

THREATS

1. THE ENGAGEMENT GAP AGAINST COMPETITORS
2. EVERY LUXURY BRAND IS NOW CHASING KOREAN AMBASSADORS, WHICH COMPRESSES BOUCHERON'S DIFFERENTIATION



SWOT : Social Media

Current Issues & Recommendations

01 - ESTABLISH THE NARRATIVE FIRST

- BOUCHERON DOES NOT YET HAVE A CONSISTENT EMOTIONAL ARGUMENT RUNNING BENEATH ITS CONTENT. HISTOIRE DE STYLE AND CARTE BLANCHE ARE CREATIVE STRUCTURES, NOT BRAND ARGUMENTS.
- CREATIVE DIRECTOR OF ONE OF THE MOST INTELLECTUALLY RIGOROUS CREATIVE PROGRAMMES IN HAUTE JOAILLERIE IS INVISIBLE ON SOCIAL MEDIA
- CARTE BLANCHE (ANNUAL) IS EXTRAORDINARY CREATIVE CONTENT THAT EXISTS NOWHERE IN PUBLIC-FACING SOCIAL.

The recommendations -

- CHOISNE EXPLAINING WHY "IMPERMANENCE" WAS THE ONLY HONEST CREATIVE BRIEF SHE COULD GIVE HERSELF IN 2025 IS MORE COMPELLING THAN ANY AMBASSADOR LOOKBOOK THE BRAND CAN PRODUCE.
- BOUCHERON'S TARGET CONSUMER HAS HIGH CULTURAL CAPITAL. BOUCHERON HAS A CREATIVE DIRECTOR WHOSE THINKING IS MORE ORIGINAL THAN ANY COMPETITOR PRACTICES



02 - BUILD A PLATFORM-SPECIFIC CONTENT ARCHITECTURE

- **INSTAGRAM** : KEEP THE HIGH PRODUCTION STANDARD. ADD ONE NEW FORMAT: A CONSISTENT MONTHLY SERIES (NOT CAMPAIGN-TIED) WHERE ONE PIECE IS EXAMINED IN DEPTH ITS ORIGIN, ITS MECHANISM, ITS MATERIAL REASONING.
- **TIKTOK** : NON CREATOR VOICE, BUT CRAFTSMANSHIP CONTENT WORKS NATIVELY ON TIKTOK
- **YOUTUBE** : COMMISSION ONE LONG-FORM CARTE BLANCHE DOCUMENTARY PER YEAR. 8 TO 12 MINUTES. FILM THE CREATIVE PROCESS FROM FIRST CONVERSATION WITH CHOISNE TO FINAL PIECE.
- **LINKEDIN** : POULIT-DUQUESNE SHOULD POST IN HER OWN VOICE, QUARTERLY AT MINIMUM. FEMALE CEO OF A LUXURY MAISON EXPANDING INTO THE US MARKET IN 2024
- **XIAOHONGSHU / RED** : THE COMMERCIAL FOOTPRINT (17 STORES, SHANGHAI FLAGSHIP) DEMANDS A RED CONTENT STRATEGY THAT MATCHES IT. ADD A STRUCTURED KOL SEEDING TIER USING MID-LEVEL RED ACCOUNTS (100K TO 500K FOLLOWERS) FOCUSED ON JEWELRY KNOWLEDGE AND CRAFT APPRECIATION, NOT FASHION INFLUENCERS.
- **PINTEREST** - STRENGTHEN THE VISUAL AESTHETICS ON PINTEREST THROUGH CONSISTENT POSTING

Current Issues & Recommendations

03 - RECONFIGURE THE AMBASSADOR STRATEGY SPECIALLY FOR US MARKET

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- GIVE EACH AMBASSADOR ONE SPECIFIC PIECE AND ONE SPECIFIC STORY - NOT "DAISY EDGAR-JONES WEARS BOUCHERON AT CANNES." BUT - "DAISY EDGAR-JONES ON WHY SHE WORE THIS SPECIFIC PIECE FROM BOUCHRON.
 - THE STORY BECOMES THE CONTENT. THE AMBASSADOR BECOMES ITS MESSENGER.
 - HAN SO-HEE SPECIFICALLY : SHE IS THE FIRST KOREAN GLOBAL AMBASSADOR. THAT DESIGNATION SHOULD MEAN SOMETHING CREATIVELY, NOT JUST COMMERCIALY. GIVE HER A PIECE FROM THE KOREAN CULTURAL COLLECTION MOMENT OR BETTER, GIVE HER CARTE BLANCHE ACCESS.
 - LET HER CHOOSE A PIECE FROM THE ARCHIVE FOR REASONS SHE EXPLAINS HERSELF. THE CONTENT IS THE CHOOSING, NOT THE WEARING.
 - THE RECOMMENDATION IS NOT TO DROP DAISY EDGAR-JONES, IT IS TO GIVE HER A SPECIFIC CREATIVE BRIEF (THE "FOR NO REASON" CAMPAIGN OWNERSHIP FOR WESTERN MARKETS). SHE BECOMES THE CAMPAIGN AMBASSADOR FOR THE US/UK MARKET.

04 - BUILD ONE PHYSICAL EVENT WITH CULTURAL PURPOSE

- THE GAP: THE JOURNÉES DU PATRIMOINE TOURS AT 26 PLACE VENDÔME EXIST BUT ARE HERITAGE TOURISM RATHER THAN CULTURAL STRATEGY.
- THE RECOMMENDATION: ONE ANNUAL EVENT AT 26 PLACE VENDÔME BUILT TO SHOWCASE NOT A COLLECTION PREVIEW. NOT A BOUTIQUE OPENING BUT SOMETHING LIKE : "AN OPEN ATELIER"



Campaign Strategy Recommendations

“Sans Raison”



SINCE 1858, EVERY JEWEL SOLD BY EVERY HOUSE HAS ARRIVED WRAPPED IN OCCASION SUCH AS ANNIVERSARY, PROPOSAL, REWARD, MILESTONE.

BOUCHERON PROPOSES SOMETHING DIFFERENT: THE JEWEL CHOSEN FOR NO REASON AT ALL, BY A WOMAN WHO REQUIRES NONE.

THE QUESTION MARK WAS DESIGNED IN 1879 WITH NO CLASP, NO CEREMONY, NO NEED FOR ANYONE ELSE. IT HAS ALWAYS BEEN THIS CAMPAIGN. WE ARE SIMPLY SAYING SO.

"SANS RAISON" MAKES A CLAIM: THAT THE MOST VALUABLE THINGS REQUIRE NO JUSTIFICATION.

THE QM NECKLACE EARNS ITS ROLE IN THIS CAMPAIGN IN A WAY NO OTHER BOUCHERON PIECE DOES, BECAUSE IT WAS PHYSICALLY DESIGNED TO EMBODY THE ARGUMENT.

SPRING MECHANISM. NO CLASP. NO CEREMONY REQUIRED TO PUT IT ON OR TAKE IT OFF. FIRST PIECE OF FINE JEWELRY DESIGNED TO BE WORN BY A WOMAN STANDING ALONE.