

Rihanna Chopard Collections – Trendy Luxury Jewelry

If you are looking for the next hot jewelry collection, stop searching and start reading. Superstar **Rihanna** has partnered with luxury jewelry brand **Chopard** to introduce **Rihanna Chopard Collections**.

The collaboration brings one of the top musical performers in the world with a leading, Swiss luxury jewelry brand. The upcoming product launch is scheduled for next month in May, 2017. There is not one, but actually 2 new joaillerie lines that are being designed.

The timing of the luxury Rihanna Chopard Collections jewelry line is significant. First it coincides with the 70th anniversary of the most spectacular red carpet in the world – the Festival de Cannes. In addition, the product launch will celebrate 20th year that Chopard has been the official partner of the Cannes Film Festival.

When asked about involvement in the new Rihanna Chopard Collections, Rihanna responded, *“I have always been in love with Chopard’s exquisite jewelry, so to actually design collections with them is something I still can’t believe. It was a really incredible process and I learned so much! I can’t wait for everyone to see it.”*



Rihanna is known for her top music hits, but also for her cutting edge fashion statements. The two collections are named the Haute Joaillerie and Joaillerie collections. They will represent a blending of classic glamour and urban chic. It will be a 9-piece capsule collection. Choose from icy polished or diamond set gold cubes.

The collaboration between Rihanna and Chopard Co-President and Creative Director, Caroline Scheufele was very strong. Caroline was quoted, *"Rihanna and I collaborated closely on the collections so you can feel her unstoppable energy, strong creativity, and inherent sense of design in every piece. With her unique style, she redefines the way people see and wear jewelry."* The result is a simply, stunning jewelry collection.

The partnership between Chopard and Rihanna is not new. In fact, it's been a strong bond over the last several years. She has been wearing luxurious jewelry from Chopard on the the

world's top red carpet events. You likely noticed a pre-launch piece while watching this year's Grammy Awards. Rihanna proudly wore a one-of-a-kind pair of floral inspired multi-colored chandelier earrings, in addition to a stunning marquise-cut diamond solitaire ring.

The jewelry collection was inspired by Rihanna's roots in Barbados. From the lush, tropical gardens and the exciting of Carnival ... the Rihanna Chopard Collections were born.

In addition, if you take a look the March 2017 cover of Harper's Bazaar magazine, Rihanna looked gorgeous in a pair of transformable diamond earrings.

Fashionistas from around the world can't wait for official launch next month and buying pieces from this spectacular jewelry collection. The design includes minimalist geometry, plus sharp, clean lines.

The product line's Jungle Green color was personally chosen by Rihanna. The linear rectangular motifs combine solid ceramic blocks along with frosty rose gold cubes. The pieces are made with beautiful 18ct rose ethical gold certified Fairmined.

As previously mentioned, pieces will be available starting in June. Take advantage of pre-orders online by going to – www.chopard.com/us/rihanna-loves-chopard/ Also, shop any of the world's Chopard boutiques beginning on Friday, April 7th, 2017.

Be sure to follow our luxury blog and read about the latest news in the luxury jewelry industry. Let us know if you are interested in

Learning more about the new Rihanna Chopard Collections.

Photo: Chopard