

Mauboussin

in France

The French jewelry
The quality of prowess craftsmanship



MAUBOUSSIN BRAND PERSONALITY



ATTRIBUTES

History

Mauboussin is one of the oldest house of French jewelry

Simplicity

Focus on creativity and design, which is one of Mauboussin's core attribute

Knowledge

Learning from the mistakes of the past, Mauboussin was completely operationnally re-organized



QUALITIES

Craftsmanship

All jewels are produced locally and in limited amounts

Emotion

Jewels reflect the customer's personality and convey his or her emotions

Decently priced

Luxury is a state of mind that should be accessible to all

Empowerment

Jewels are a proof of love for oneself

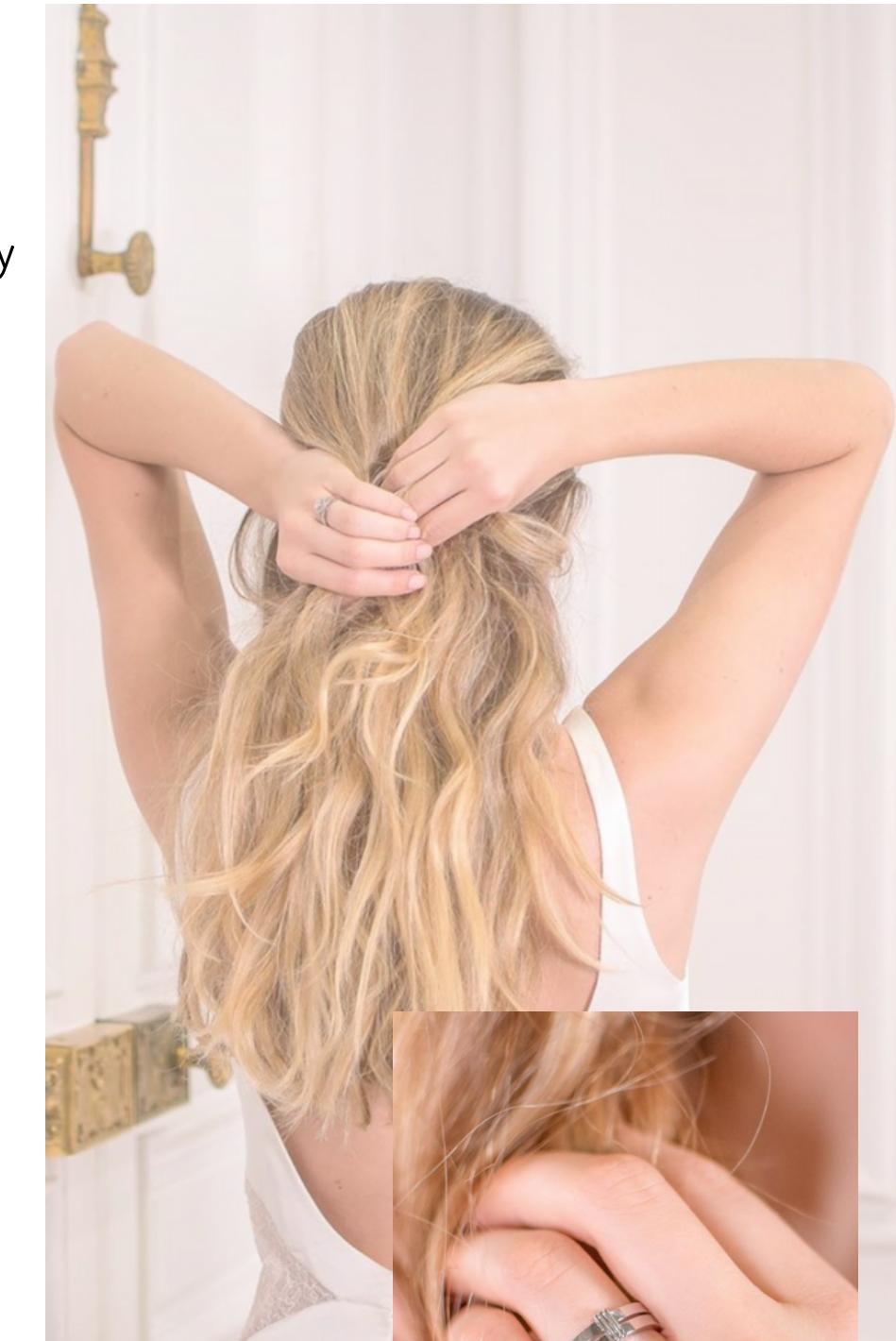
Excellence

Luxury jewels are symbols punctuating the different stages of our lives



VOICE

A house open to all the women of the new century who wants to express their identity through accessible jewels



MAUBOUSSIN BRAND IDENTITY



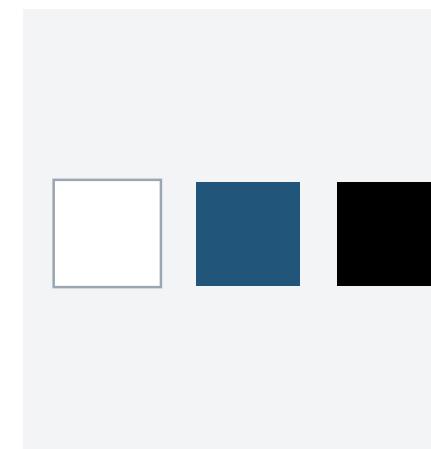
LOGO

Represents a signature to emphasize craftsmanship and the precision of production



SLOGAN

Simply explaining what the brand is, and what their core business is



COLORS

- | | |
|--------------|---------------------------------|
| White | Purity & New beginnings |
| Blue | Self-expression & Will of power |
| Black | Protection & Independence |

MAUBOUSSIN VISUAL STYLE



The brand is articulated around several characteristics:

Purity

Either online or in-store, the representation of the brand is minimalistic to enhance the purity of the gemstones used for the jewels

Simplicity

There are only a few products presented in the stores, or on the pictures online so that every jewel can be appreciated on its own

Welcoming

Each store has private spaces to advise customers individually in a comfortable environment



ONLINE COMMUNICATION

ON INSTAGRAM

Seasonality of the Posts

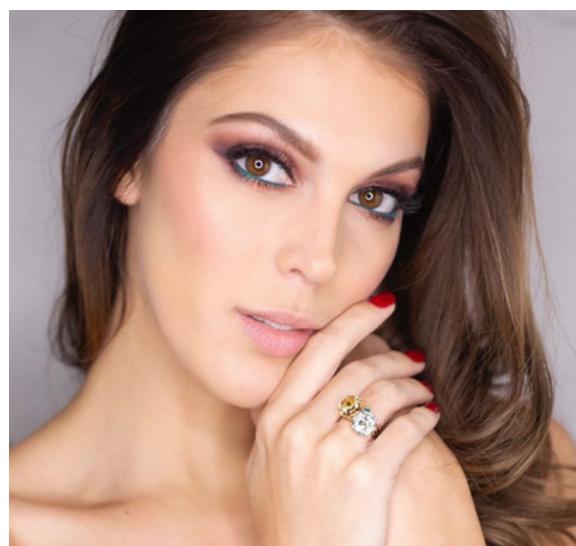
Photos of the jewels on Instagram are adapted to the different seasons and events (e.g. Women's Day, Valentine's Day) throughout the year

Simplicity

Every product on picture is redirected to the website for buying

Women Empowering

The feed is very feminine with one female model per series of photos
Partnership with Iris Mittenaere which is the face of women empowerment in France



CORPORATE WEBSITE

Simplicity

The functionality of the website is emphasizing the simplicity attribute of the brand

Affordability

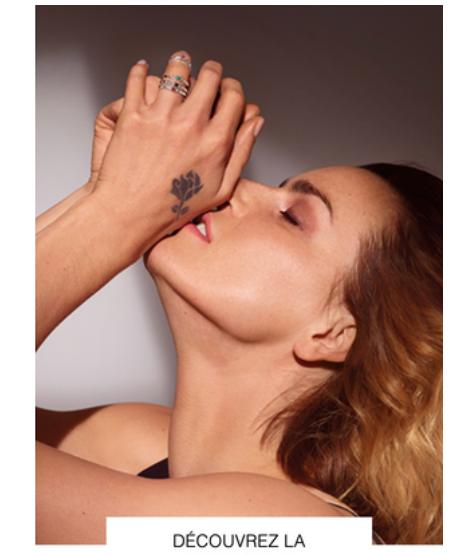
There are many promotions going on on the website and they are highlighted on the homepage

Celebrity Endorsements

The French swimmer Florent Manaudou is the face of the men range of jewels



DÉCOUVRIR LA COLLECTION



DÉCOUVRIR LA COLLECTION

OFFLINE COMMUNICATION

OUTDOOR ADVERTISING

Accessible

Ads are displayed in the Parisian subway stations so they can be seen by the major party of the population.

Feminine

Communications are showing natural women who are usually wearing the jewels only.

Poetic

The brand is using poems to highlight Némarq vision that jewels are a proof of love for oneself.

Consumers' perception of these ads

Mauboussin has been accused of sexism because some were considering that women were represented as objects in these ads.



RECOMMENDATIONS

Reminder

Mauboussin wants to be seen as an affordable legendary luxury jeweler for the new women of the 21st century

ENHANCE BRAND PERSONALITY

The corporate website does not reflect the strong heritage of Mauboussin and is lacking brand personality.

The outdoor advertising is also showing a wrong image of women, giving Némarq's respect and love for them.

Advices

- Improve its marketing communications to highlight its brand personality (attributes, qualities and voice).
- Némarq has a clear and defined vision of luxury that needs to be emphasized on.

For instance, the e-commerce website needs to emphasize the knowledge acquired with the time, and the craftsmanship giving high-end jewelry. Today, the website is mainly focusing on decently prices.

REJUVENATE BRAND IDENTITY

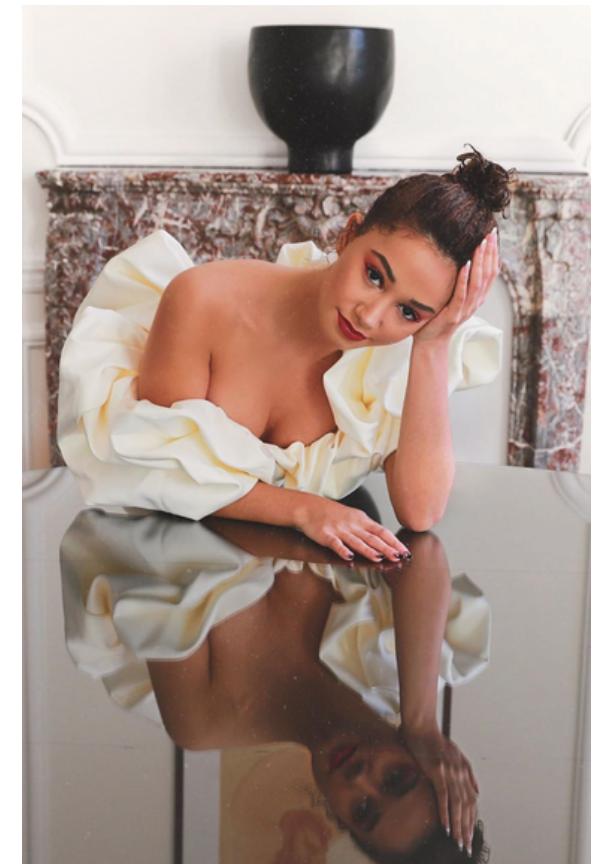
Even if the brand has rethought all its strategy when Némarq took the head of the company, the marketing communications do not manage to target millenials women who have enough money.

Advices

- Leverage influencer marketing by changing icon of the brand so millenials and gen Z can relate to the brand identity

For instance, the 23-year-old beauty YouTuber Lena Situations has more than 1 million followers on Instagram and on YouTube and has a very engaged community.

By having a young face as its icon, Mauboussin will manage to attract this new young audience.



APPENDIX I - THE WEBSITE

La Maison Mauboussin Nos boutiques +33(0)1 44 55 31 87

MAUBOUSSIN

JOAILLERIE MARIAGE MONTRES ACCESSOIRES PARFUMS OFFRES SPÉCIALES

ACCUEIL > JOAILLERIE > CATÉGORIES > BAGUES

BAGUES 69 modèles

JOAILLERIE MARIAGE MONTRES ACCESSOIRES PARFUMS OFFRES SPÉCIALES

Contactez-nous au **01 44 55 31 87**

Livraison gratuite sauf alliances tout or et soldes

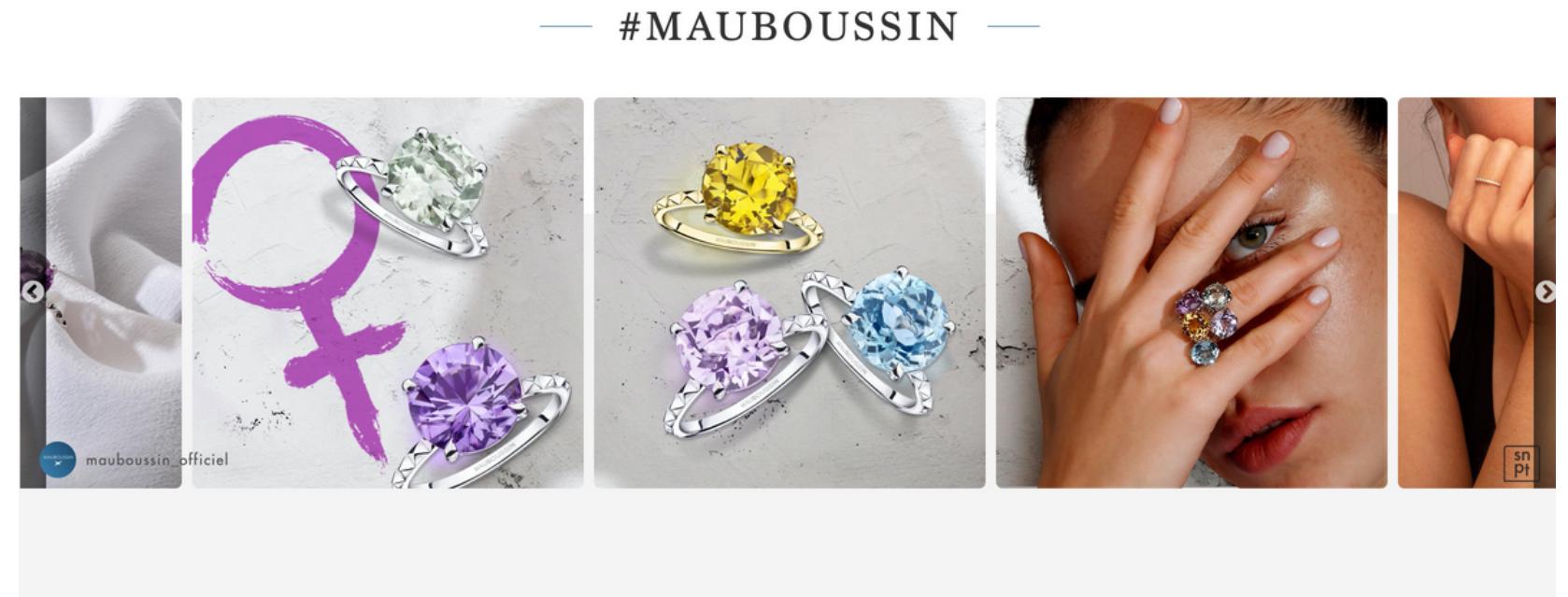
Échange gratuit sous 30 jours

Paiement sécurisé (3 ou 4x sans frais possible)

MAUBOUSSIN

SERVICE CLIENT	VOTRE COMMANDE	INFORMATIONS LÉGALES	LA MAISON MAUBOUSSIN	CARRIÈRES
+33 (0)1 44 55 31 87	Vos informations	Informations légales	Notre histoire	FRANÇAIS
Du lundi au vendredi : 10h-18h	Votre livraison	Conditions Générales de Vente	Savoir-faire	NOS BOUTIQUES
Nous contacter par email	Retour et remboursement	Cookies	Gemmologie	
Entretien des bijoux	Questions fréquemment posées	Déclaration de confidentialité	Conseils	

JOAILLERIE MARIAGE MONTRES ACCESSOIRES PARFUMS OFFRES SPÉCIALES



MAUBOUSSIN

JOAILLERIE MARIAGE MONTRES ACCESSOIRES PARFUMS OFFRES SPÉCIALES

ACCUEIL > L'HISTOIRE DE MAUBOUSIN

L'HISTOIRE DE MAUBOUSIN

DE 1827 À 1880

LA MAISON NOURY REÇOIT LES RÉCOMPENSES DUES À SES COMPÉTENCES MALGRÉ UN ENVIRONNEMENT POLITIQUE ET SOCIAL TUMULTUEUX.

1827
1880
1880
1923
1923
1930
1930
1939
1945
1960
1960
1975
1980

REFERENCES

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Thierry. (2019, July 17). Galeries Lafayette acquires French jeweller Mauboussin. Retrieved from Altavia: <https://www.altavia-group.com/en/non-classe-en/galeries-lafayette-acquires-french-jeweller-mauboussin/>

