



BOUCHERON

PARIS

DES HEURES À HÉRITER

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BOUCHERON
PARIS

HISTORY

In today's luxury market, craftsmanship, exclusivity, and premium materials define true luxury. Luxury watches go beyond functionality, serving as timeless status symbols.

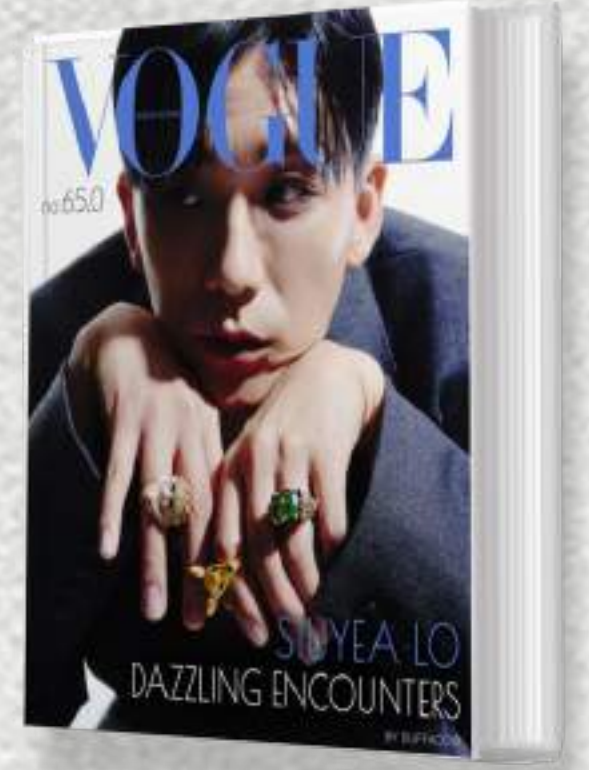
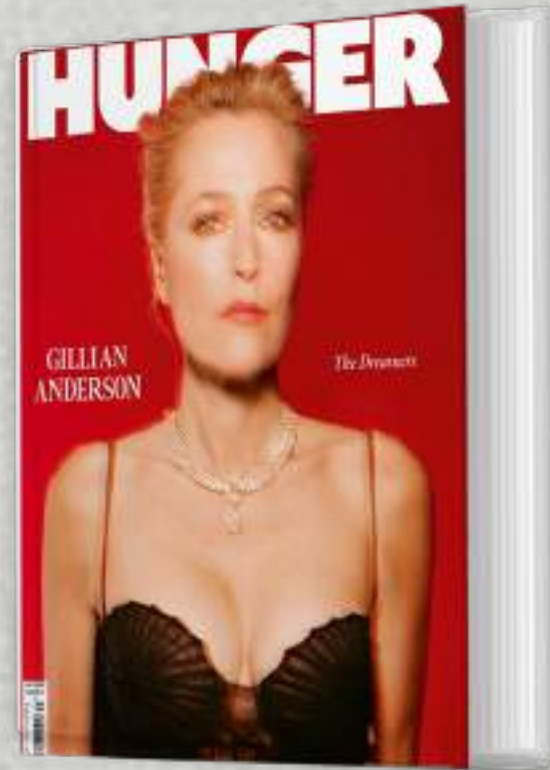
For Boucheron, heritage lies at its core, inspired by the family spirit of their iconic cat, Wladimir. Our watch embodies connection, continuity, and shared experiences, inviting you to celebrate meaningful bonds and join a legacy of elegance.

BOUCHERON
PARIS

MAISON DE
HAUTE JOAILLERIE
DEPUIS 1858



CURRENT EXPOSURE PAID MEDIA



MACRO & MICRO ENVIRONMENT



Current State of the Luxury Watch Market

- Market Growth:
 - Valued at \$48.1B in 2023, projected to reach \$134.53B by 2032 (growth of 12.4%).
 - Growth was driven by:
 - Rising demand for pre-owned luxury products.
 - Innovation from key market players (e.g., Rolex, Patek Philippe, Swatch Group).
 - Expanding product lines catering to diverse styles, materials, and sizes.
- Post-Pandemic Rebound:
 - Despite COVID-19 challenges (supply chain disruptions, retail closures), the market has recovered, fueled by increasing demand for innovative and diverse luxury offerings.
- Challenges:
 - Counterfeiting: High-quality replicas overall harms brand value and revenues.
 - Oversaturation: Risk of reduced exclusivity due to counterfeit market growth.

CONCEPT

BRINGING HERITAGE BACK TO BOUCHERON: A TIMELESS CONNECTION

Our vision is to bring back the essence of heritage in Boucheron through a concept that celebrates memories and uniting oneself with your roots. Our watches are not just timepieces—they are symbols of connection, legacy, and achievement.

Whether you are a parent, a partner, or a friend, this watch is designed to become a part of your life's cherished moments. It is more than an accessory; it is a memento—a timeless keepsake that captures the essence of a specific time and is destined to be passed down through generations.

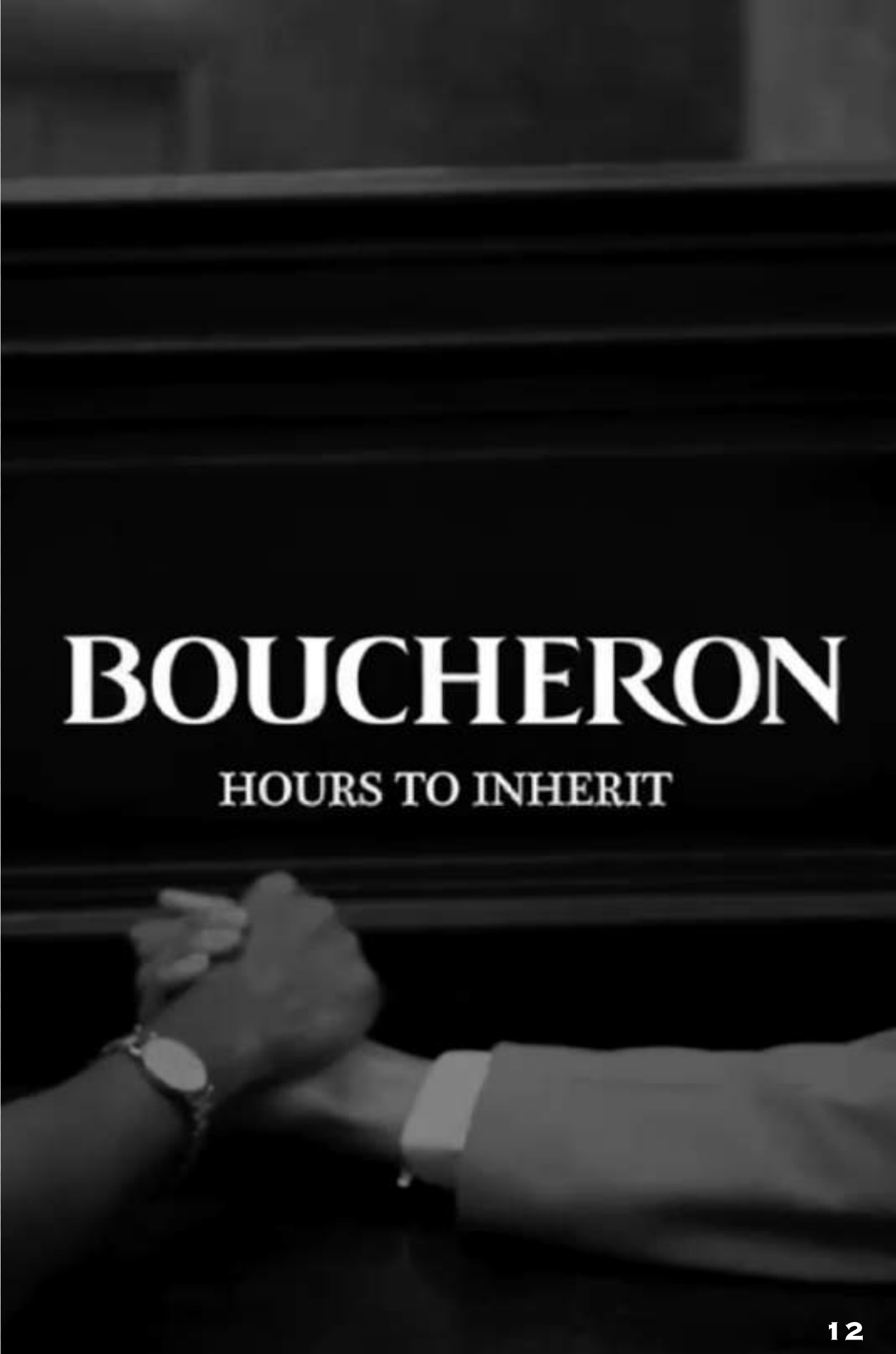
CRAFTSMANSHIP AND PERSONALIZATION

We would create watches that embody sophistication and individuality, offering options in **silver, gold, and diamond-studded designs**. To make each piece truly personal, users will have the option to **engrave their watch** at a time of their convenience. Overall creating a unique and sentimental treasure.

This collection caters to a large range of people, offering styles that range from subtle elegance to bold statement pieces. This inclusivity ensures every individual can find a design that resonates with their identity and story.

A UNION OF FORM AND FUNCTION: THE 3-IN-1 WATCH

The design seamlessly transitions between a watch, a bracelet, and a pin. This function allows wearers to adapt their timepieces to different occasions, enhancing its practicality and appeal. Keep all three pieces together, or share them, this approach gives wearers the freedom to choose how they experience their watch.



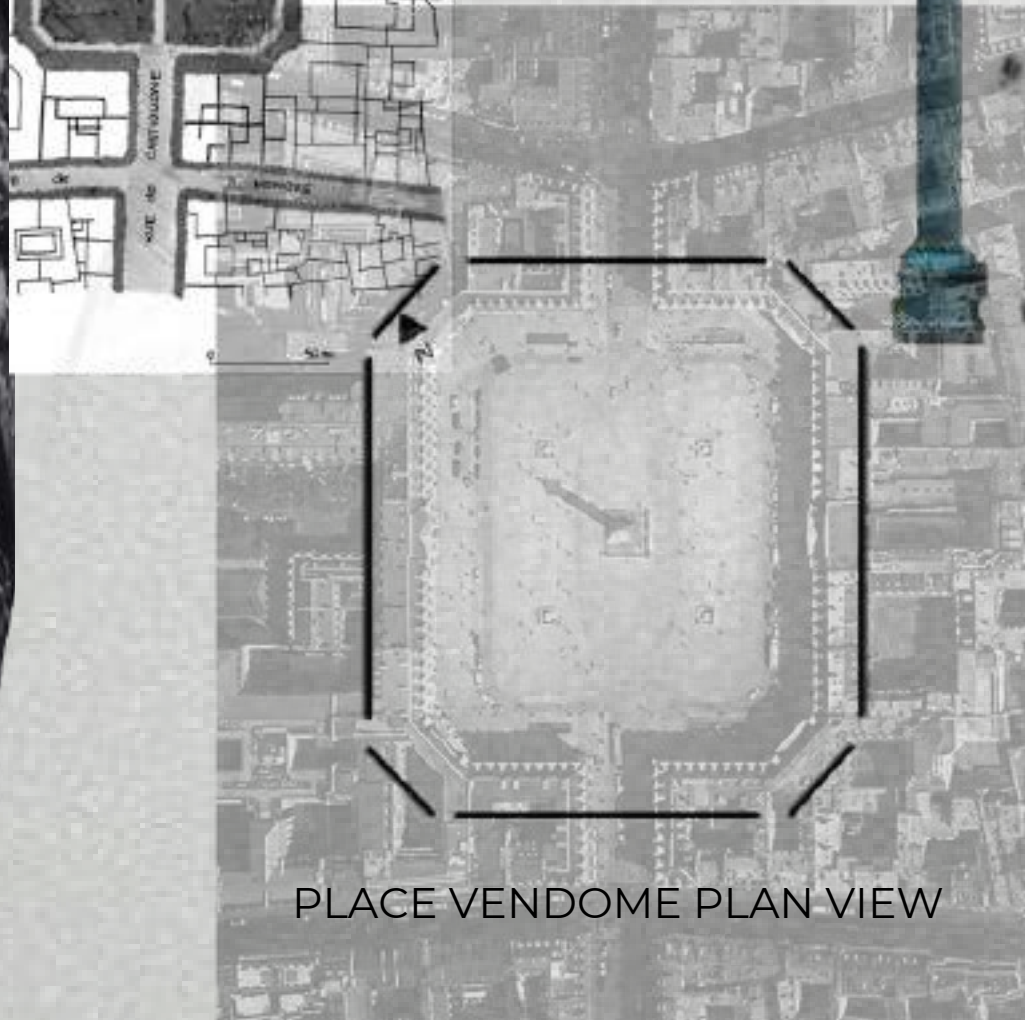
BOUCHERON

HOURS TO INHERIT

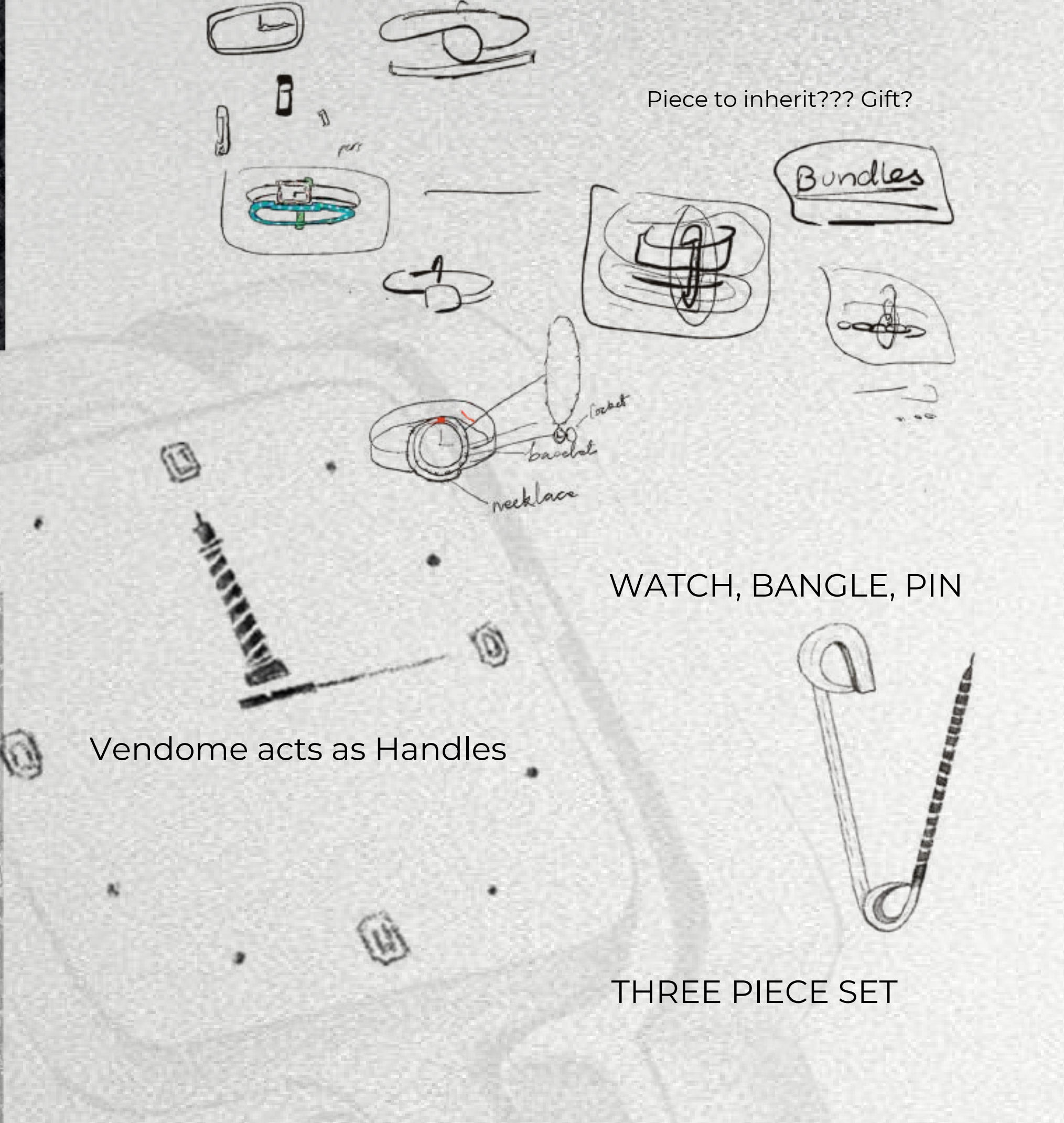
DESIGN PROCESSES



Gold or Silver



PLACE VENDOME PLAN VIEW



Piece to inherit??? Gift?

Bundles

WATCH, BANGLE, PIN

Vendome acts as Handles

THREE PIECE SET



TARGET MARKET

- **Positioning:** For individuals who celebrate success, cherish tradition, and value craftsmanship.
- **Demographics:**
 - Women and men aged 30-45, university-educated, financially secure, and in their career prime.
- **Psychographics:**
 - Value exclusivity, elegance, and timeless luxury.
 - Celebrate life's milestones and view luxury purchases as status symbols and an extension of identity.
 - Prioritize quality over trends in high-end fashion and accessories.
- **Lifestyle:**
 - Engage in activities like golfing, yachting, and skiing at luxury resorts.
 - Indulge in luxury travel, fine dining, and cultural events such as art exhibitions.
 - Seek refined, premium experiences and high-end shopping to align with their achievements and aspirations.

CONCEPT SLOGAN MOCK-UP

EVERY HOUR IS OURS TO CRAFT YOURS TO
OWN

HOURS TO SHARE

HOURS HONORED , LEGACY PERCIEVED

FIND YOUR HOURS IN OUR HERITAGE

AN HOUR OF TIME , A CENTURY OF HERITAGE

THE HOUR IS YOURS , THE LEGACY IS OURS

HOURS IN THE MAKING

THE HOUR IS YOURS,
THE LEGACY IS OURS

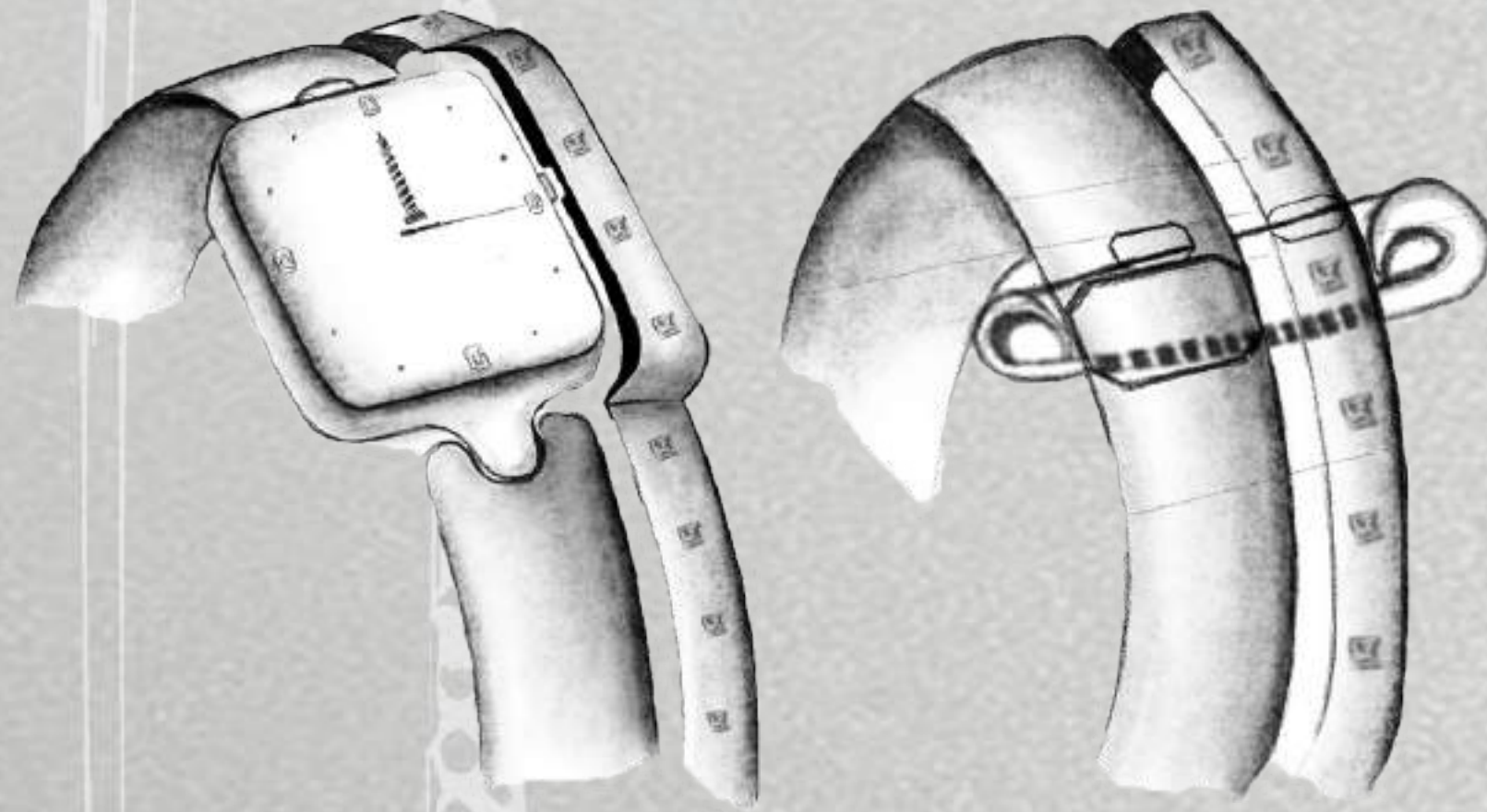
HOURS IN THE MAKING

AN HOUR OF TIME ,
A CENTURY OF HERITAGE

DIFFERENTIATION POINT & COMPETITIVE ADVANTAGE

OUR UNIQUE SELLING POINT LIES IN THE WATCH'S VERSATILITY:

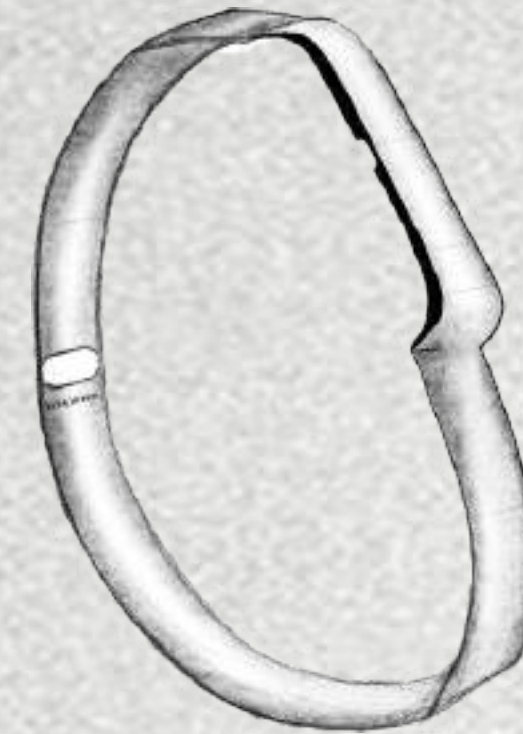
CONCEPT SUGGESTED STYLE



Watch



Bracelet



Pin



- **Versatile Design:** A single watch adaptable for three wearers.
- **Symbolism:** Represents time, unity, and fresh starts.
- **Premium Craftsmanship:** Made with gold, white gold, diamonds, and customization options.
- **Emotional Resonance:** A symbol of love, success, and milestones, designed to become an heirloom.
- **Market Position:** Combines innovation, heritage, and luxury, establishing Boucheron as a standout in the luxury watch market.

PRICING



26 VENDÔME
ref : WA026542
336,000 €



HOURS TO SHARE
ref : WA027209
54,000
+ 3 COLORS



JOY OF LIGHT
ref : WA027203
76,800 €



HOURS TO SHARE
ref : WA021401
28,400
+ 3 COLORS



GOLDEN WHEAT PURITY
ref : WA021604
80,000 €



PARIS IVY DRAWING
ref : WA021436
80,000 €
+ 1 COLOR



HOURS TO SHARE
33,100
+ 3 COLORS
+ 1 COLOR



OPENWORK JEWELRY WATCH WITH A BOUQUET OF WINGS
ref : WA027308
79,200 €



HOURS TO SHARE
ref : WA021101
84,000
+ 3 COLORS

HOURS TO SHARE
88,100
+ 3 COLORS
+ 1 COLOR

HOURS TO SHARE
ref : WA021500
88,400
+ 3 COLORS

MATERIAL	White Gold & Diamond
WEIGHT	One-Size (160 gr.)

MATERIAL	White Gold
WEIGHT	One-Size (153 gr.)

MATERIAL	Yellow Gold
WEIGHT	One-Size (153 gr.)

AN HOUR OF TIME ,
A CENTURY OF HERITAGE

PROMOTIONAL STRATEGY

BOUCHERON PARIS

PARIS DEPUIS 1858

TARGETED CLIENTEL



CARINE ROITFELD
CR FASHION BOOK



EUGENIE TROCHU
VOGUE FRANCE



BABETH DJIAN
NUMERO MAGAZINE



BEKA GVIASHIANI
STYLE NOT COM

BOUCHERON LONDON

PARIS DEPUIS 1858



KATIE GRAND
PERFECT MAGAZINE



IB KAMARA
EDITOR IN CHIEF
DAZED



DARA
STYLIST

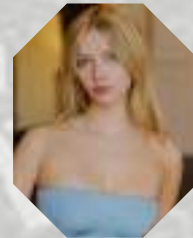


MEL OTTENBERG
EDITOR IN CHIEF
INTERVIEW

A LIST



GWYNETH PALTROW



APPLE MARTIN



BELLA HADID



GIGI HADID



KATE MOSS



LILA MOSS



HAILEY BIEBER



JUSTIN BIEBER

AMBASSADORS &
FRIENDS OF THE
HOUSE



HAN SOHEE



ZHOU DONGYU



AMINA MUADDI



MINA FROM TWICE



ALEXA CHUNG



XIAO ZHAN

SINGERS



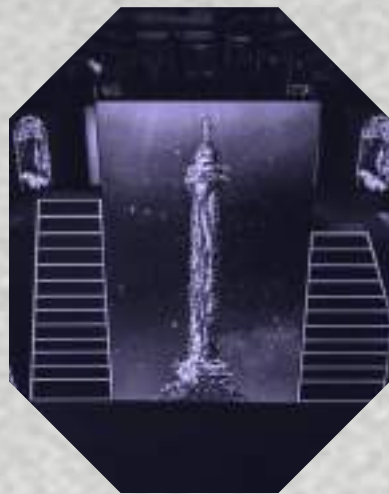
MOSES SUMNEY



STEVE LACY

THE TWO EXCLUSIVE
EVENTS IN PARIS AND
LONDON, WILL
CELEBRATE THEMES OF
UNION AND
RELATIONSHIPS. GUESTS
INCLUDE BRAND
AMBASSADORS, GWYNETH
PALTROW, KATE MOSS,
BELLA AND GIGI HADID,
AND HAILEY AND JUSTIN
BIEBER, SYMBOLIZING
FAMILY BONDS AND NEW
BEGINNINGS. FASHION
LEADERS AND LIVE
PERFORMANCES WILL
ENHANCE THE
EXPERIENCE, ALIGNED
WITH SEPTEMBER'S
FASHION WEEK.

INVITATIONS



INVITES

Name

TO THE PRESENTATION OF THE
COLLECTION 2025

AN HOUR OF TIME ,
A CENTURY OF HERITAGE

BY BOUCHERON

ON SEPTEMBER 12TH 2025
AT 19:00H

26 PLACE VENDOME, 75001
PARIS, FRANCE

#BOUCHERONHOURS

CAMILA
TAPIA
[PRESS] PR
CONSULTING

DAISY
SLEIMAN
[SALES]

PERSONAL AND NON-TRANSFERABLE INVITATION. R.S.V.P.
BOUCHERON@EVENT.COM/127700

INVITES

Name

TO THE PRESENTATION OF THE
COLLECTION 2025

AN HOUR OF TIME ,
A CENTURY OF HERITAGE

BY BOUCHERON

ON SEPTEMBER 18TH 2025
AT 19:00H

BOUCHERON BOUTIQUE
15 OLD BOND ST, LONDON,
W1S 4PR

#BOUCHERONHOURS

CAMILA
TAPIA
[PRESS] PR
CONSULTING

DAISY
SLEIMAN
[SALES]

PERSONAL AND NON-TRANSFERABLE INVITATION. R.S.V.P.
BOUCHERON@EVENT.COM/127700

DIGITAL STRATEGY

Boucheron will strengthen its presence on key social media platforms, ensuring the brand engages with its most active audience, emphasizing craftsmanship and timeless elegance.

Strategic partnerships with select online magazines and media outlets will enhance visibility and ensure that customers are informed about the new collection.



BOUCHERON
SELECTED CHANNELS



SELECTED ONLINE MAGAZINES



SELECTED ONLINE OUTLETS



SOCIAL MEDIA OUTLETS



CAMPAIGN ADVERTISING

The Boucheron campaign highlights the product's design with elegance, reflecting the brand's core identity. Three distinct ads will be displayed in key Paris locations during the product launch, reinforcing Boucheron's reputation for both exceptional jewelry and timepieces. These strategically placed ads support the brand's growth by targeting key accounts.

📍 RUE DE PAIX



📍 AVENUE MONTAIGNE



📍 RUE SAINT HONORÉ



BUDGET

AN HOUR OF TIME, A CENTURY TO HERITAGE									
CITY	VENUE	VENUE PRICING	# OF GUESTS	CATERING	CATERING COSTS/ GUEST	TOTAL CATERING COSTS	DECORATION COSTS	INVITATION COST	TOTAL EVENT COSTS
PARIS	FLAGSHIP	-	200	Fauchon	€70,00	€14,000	€12,000	€2,500	€28,500
LONDON	FLAGSHIP	-	100	Rhubarb	€70,00	€7,000	€9,000	€1,800	€16,000

ADVERTISEMENT					
MAGAZINES	CPM	READERSHIP	COST	ENTRIES	TOTAL MAG COST
WWD	0,045	€230,000	€10,350	2	€20,700
DAZED	0,045	€415,000	€18,675	2	€37,350
VOGUE FRANCE	0,045	€900,000	€40,500	1	€40,500
VOGUE BUSINESS	0,045	€520,000	€23,400	1	€23,400
BOF	0,045	€700,000	€31,500	2	€63,000

ADVERTISEMENT			
SOCIAL MEDIA	PROFILE	TYPE OF POST	COST
INSTAGRAM	@STYLENOTCOM	POST/HISTORY	€850,000
INSTAGRAM	@UPNEXTDESIGNER	POST/HISTORY	€750,000
INSTAGRAM	@IDESERVECOUTURE	POST/HISTORY	€1,200
ADS/ COUNTRY	COMPANY	LENGHT OF TIME	COST
PARIS	JCDecaux	12 WEEKS	€50,000



DIGITAL AD CAMPAIGNS (MOCK)

Ad #1 Brothers



Ad #2 Lovers



Ad #3 Friends



MERCI

ET

BONNE ANNÉE

