CHROME HEARTS

For

Christofle



Brand Collaboration Project

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730 The Art of Luxury



CHROME HEARTS

For

Christofle

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Christofle

THE MAISON



Christofle is a French luxury silverware and home décor brand founded in Paris in 1830 by silversmith Charles Christofle. Known for its craftsmanship and innovation, the Maison has become a global emblem of French elegance and the art of fine dining. Their creations adorn royal courts, luxury hotels, and contemporary homes worldwide.

Each creation is meticulously handmade, drawing on time-honored techniques such as spinning, embossing, carving, and engraving. These rare skills, preserved and passed down from master to apprentice, form a living legacy that defines the identity of Christofle.



Je m'appelle CHARLE

C RI OFL



My name is Charles Christofle.
I was born in Paris on October 25, 1805,

christofle

Christofle



THEIR BEST SELLERS



L'HERBIER
Silver-Plated Lucky 4-Leaf Clover Bowl
$285



MOOD ASIA
Silver-Plated 24-Piece Flatware Set
$2,050



JARDIN D'EDEN
Silver-Plated Black Japanese Chopsticks with Case
$240



MARLY
Flatware set for 12 people (110 pieces) with chest
$15,460

Christofle SWOT



Strengths

- Deep rich history and credibility
- Handmade silversmithing techniques
- Synonymous with French art de vivre, elegance, and luxury dining

Weaknesses

- Very niche brand
- Traditional image

Opportunities

- Modern designs and Collaborations
- Partnering with designers, artists or luxury brands would get them some cultural relevance.

Threats

- The products might be too edgy and away from Christofle's current target audience





THE MAISON

Chrome Hearts is a luxury brand founded in Los Angeles, California in 1988. It is a brand known for their bold, silver (chrome) gothic aesthetic. They're known for their crosses, daggers, heavy silver jewelry, and rock inspired designs. The brand feels handcrafted, raw and intententionally imperfect. It's delightfully authentic.

What makes them unique is there craftsmanship. Most of their pieces are handmade with silver and leather. The brand was inspired by the owner not being able to find leather he liked when riding his motorcycle. Their brand identity is inspired by counterculture, like bikers, musicians, rock and street wear.



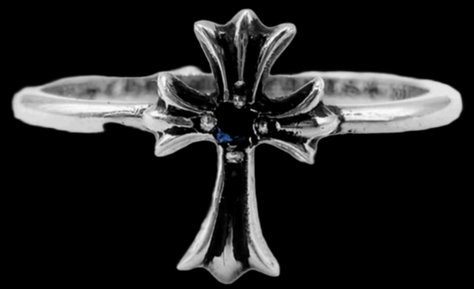




BEST SELLING HARDWARE



CHROME HEARTS 'CROSS CEMETERY' SILVER BUCKLE
$8,000



CHROME HEARTS 'BUBBLE GUM BLUE SAPPHIRE' CROSS RING
$3,000



CHROME HEARTS TRIPLE CROSS PENDANT
5,350



CHROME HEARTS DIAMOND TINY FAT PENDANT
5,500







WHY THIS COLLABORATION WORKS

The collaboration works simply because it **shouldn’t**

Exclusivity & Collectibility

- Two very niche companies
- The collection will attract people into fashion, home decor, and luxury
- Increased perceived value through rarity

Commonalities

- They both have a shared focus on high end silver craftsmanship
- They both have handmade products and a heritage legacy
- Strong luxury positioning
- the collaboration lets both reach a new audience



Chrome Hearts For Christofle

SWOT





Strengths

- Craftsmanship values.
- Emphasize handmade production
- Artisanal excellence



Weaknesses

- High-end tableware is not core to Chrome Hearts' existing audience.
- Moving home-goods with their new Baccarat collaboration.



Opporutunity

- The collaboration would position Chrome Heart as a full lifestyle brand.
- An experiential marketing opportunity to redefine dining as a bold, expressive experience.



Threats

- Risk of pieces feeling too conservative
- Dilute Chrome Heart's underground counterculture identity.





PRODUCTS

CHROME HEARTS

For

Christofle



In order to enhance Christofle's relevancy, I propose a collaboration between Christofle and Chrome Hearts. Two different worlds colliding: refined French tableware and edgy, gothic luxury. This expression of luxury would feel both timeless and disruptive.

Sliver Tableware

Christofle flatware; forks, knives, spoons and chopsticks with Chrome Hearts cross engraved on the ends.

Statement Trays and Candle Holders

Mixing Christofle polishing with Chrome Hearts imagery

Chrome Hearts Tableware

Napkin Rings, Bottle Stoppers and Cutlery



SILVER TABLEWARE







CHROME HEARTS

For

Christofle

STATEMENT TRAYS & CANDLE HOLDERS



CHROME HEARTS

For

Christofle

CHROME HEARTS TABLEWARE



CHROME HEARTS

For

Christofle

TARGET AUDIENCE








Wealthy, Design Conscious /Art Collectors

People who buy luxury objects and collectables are the type of consumers that would buy this collaboration
Income: $$$$

Chrome Hearts Fans

Young people who are fashion forward, with an edgy aesthetic
Income: $$-$$$

Christofle Cilents

A more mature audience. Traditional “old money” collectors of fine homeware
Income: $$$-$$$$

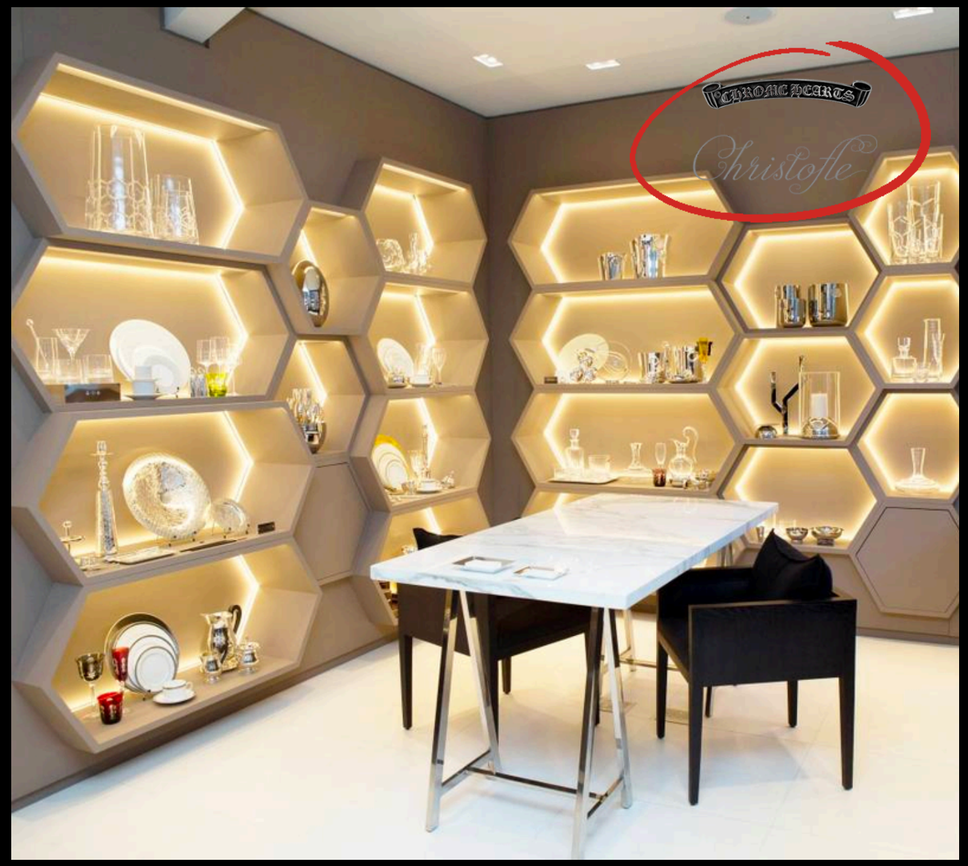
Affluent Creatives

Think artists, designers, stylists, and socialites. people who are into living a luxury lifestyle

IN-STORE DROP



CHROME HEARTS
FLAGSHIP STORE
755 Washington St,
New York, NY 10014



CHRISTOFLE
41 E 57th St, New York,
NY 10022

CHROME HEARTS
for
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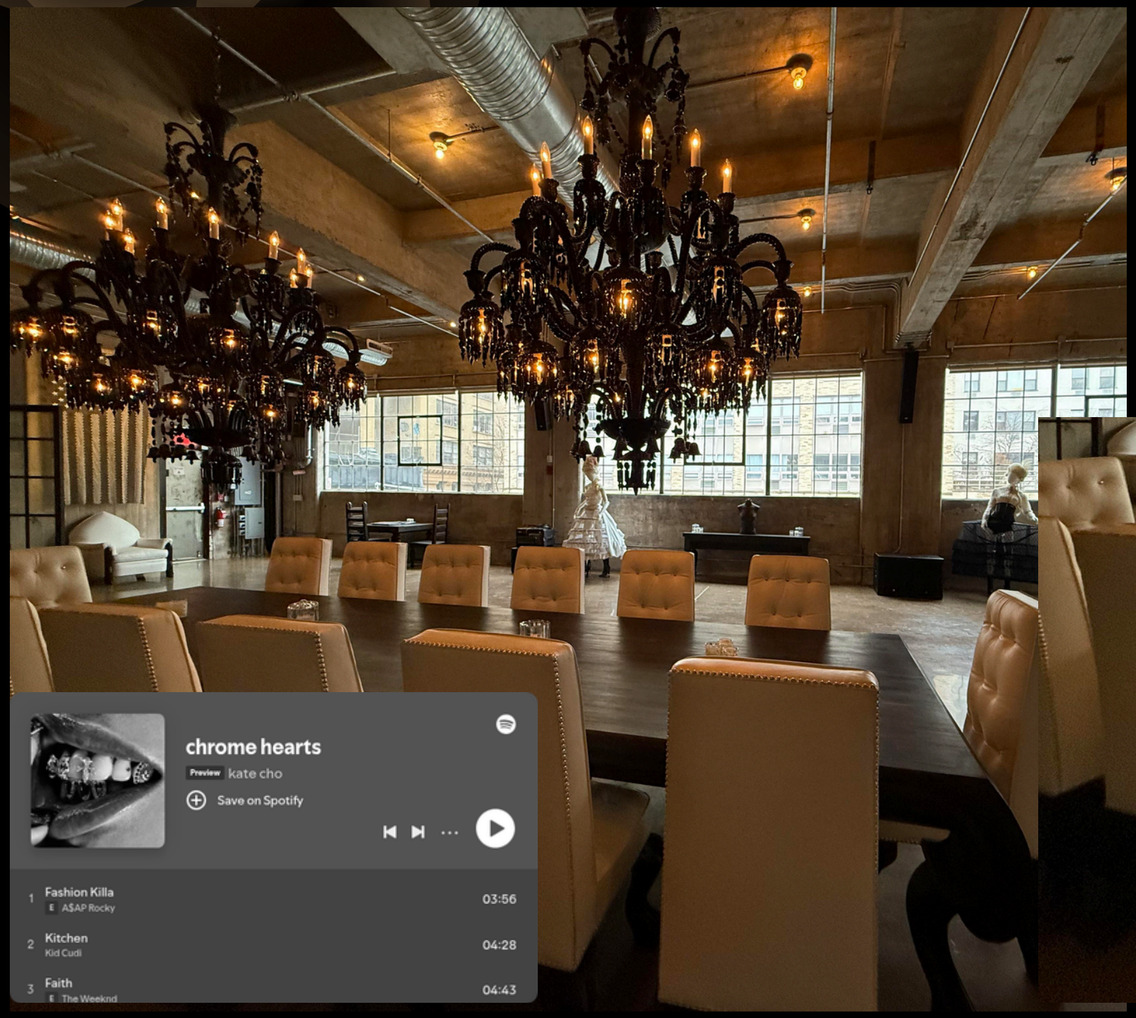
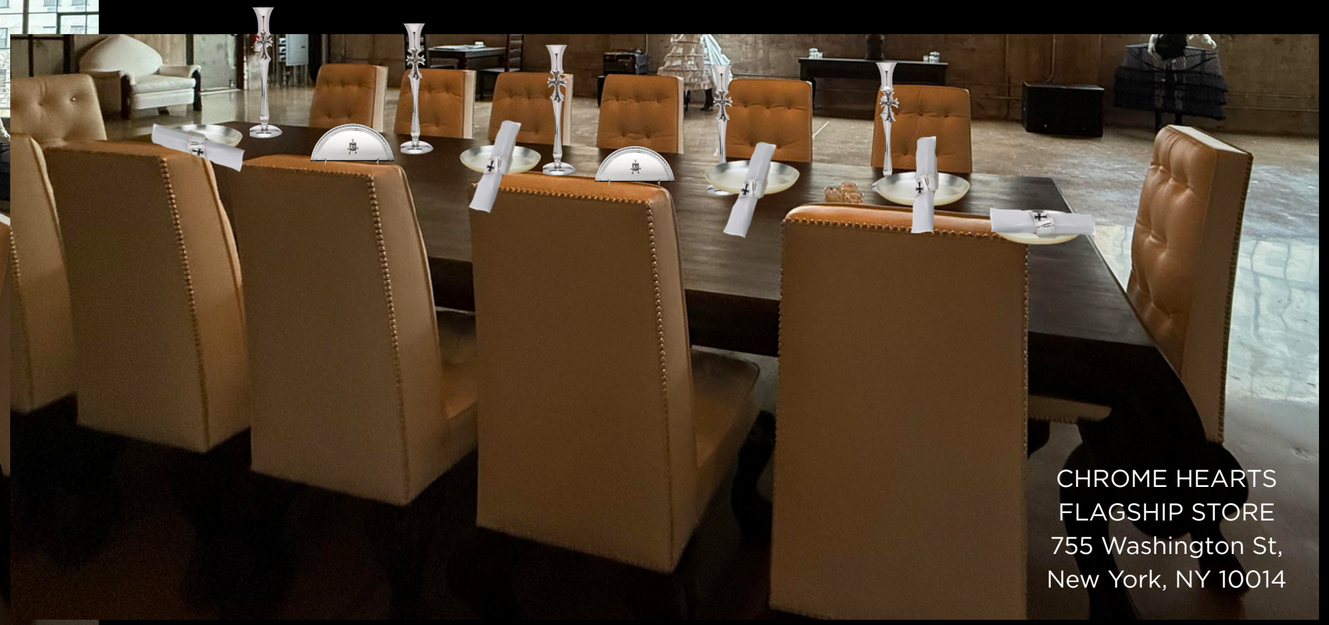
CHOME HEARTS IN-STORE EXPERIENCE



Decorate a dining table with the newest chrome hearts collaborations including, Christofle x Chrome Hearts candle holders, silverware, napkin holders, and statement trays. collaboration.



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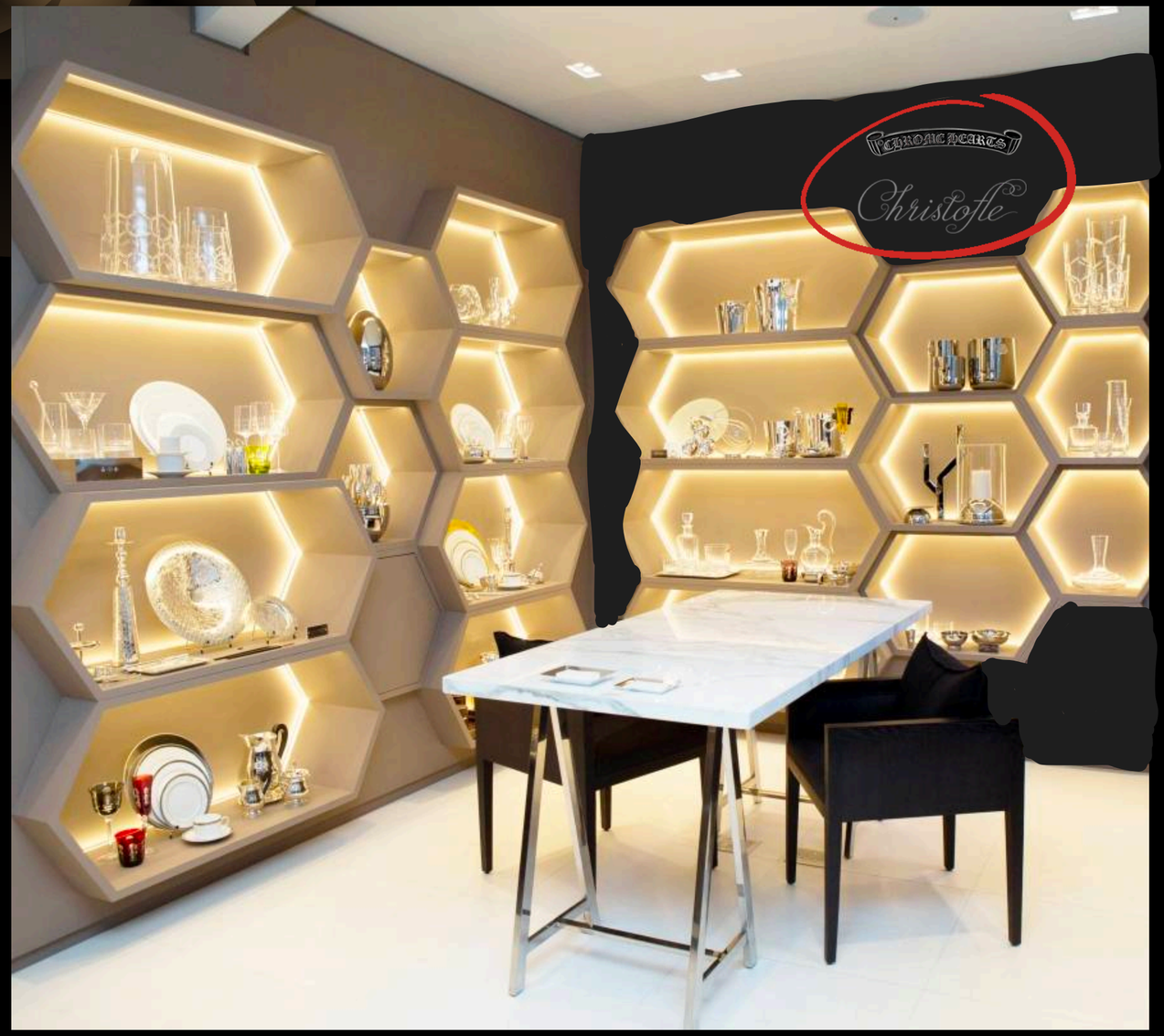
CHRISTOFLE IN-STORE EXPERIENCE



Showcase the Christofle x Chrome Hearts in a special corner of the store.

Paint the store wall black to showcase Chrome Hearts Gothic style

CHRISTOFLE
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INFLUENCER/ CULTURAL SEEDING







Kris Jenner is known for her extravagant parties. She has a well known “Dish Room” she showcases in multiple pubications. She appeals to all ages and lives an aspirational life, She’s the perfect person to promote the collection.







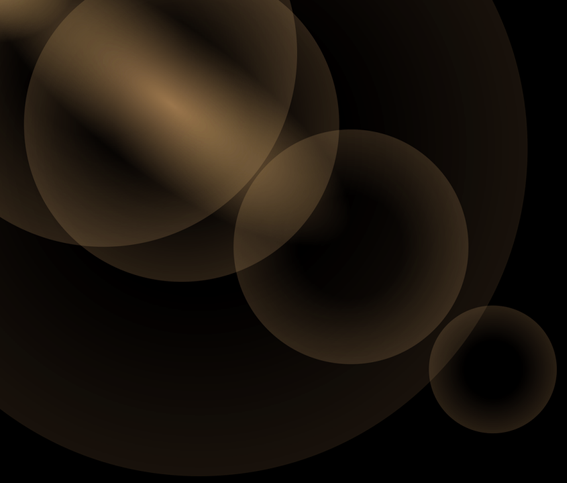


PR/ MEDIA





Magazine ads in Vogue, Architectural Digest, Harper's BAZAAR, and The World of Interiors





Thank you for listening

Q & A



CHROME HEARTS

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