

THE FUTURE
OF MEMORY



Van Cleef & Arpels

THE POETRY
OF LUXURY

CINEMATIC CONTEXT

BLADE RUNNER IS NOT JUST FILM — IT'S CULTURAL
SHORTHAND FOR FUTURISM, IDENTITY, MEMORY.

2049 REVIVAL: VISUAL LANGUAGE OF NEON-NOIR, AI
INTIMACY, POST-HUMAN DREAMS.

GLOBAL CULT FOLLOWING AMONG GEN Z
CREATIVES, MILLENNIALS, FUTURISTS.

OPPORTUNITY: EMBED VCA WITHIN THIS MYTHOS
→ HERITAGE MEETS FUTURE, PERMANENCE MEETS
MEMORY.

THE BRAND BRIDGE

WHY VCA?

HOUSE ARCHETYPE: THE POETIC ENCHANTRESS.

SIGNATURE: CRAFTSMANSHIP + INTIMACY, QUIETLY
DISTINCT FROM BULGARI'S SPECTACLE.

BRIDGE: FROM HERITAGE ENCHANTMENT →
FUTURISTIC HEIRLOOMS.

COMPETITIVE WHITE SPACE: "RECLAIMING THE
POETIC" IN AN ERA DOMINATED BY TECH-
SPECTACLE.



POSITION: THE BRAND THAT TRANSFORMS
FLEETING MOMENTS INTO ETERNAL MEMORY.

THE COLLECTION CONCEPT: MEMORY CRYSTALS

INSPIRED BY BLADE RUNNER'S RECURRING MOTIF
OF MEMORIES AS ARTIFACTS.

VCA INTRODUCES "MEMORY CRYSTALS": FUTURISTIC
HEIRLOOMS CRAFTED AS LIVING ARCHIVES.

CRYSTALS THAT REFRACT BOTH PAST LINEAGE AND
FUTURE LEGACY.

DESIGN LANGUAGE: ANGULAR BRILLIANCE,
LUMINOUS SURFACES, SUBTLE KINETIC DETAILS.

VISUAL: JEWELRY GLOWING WITH PRISM-LIKE
LIGHT; FRAMED AGAINST BR2049 SKYLINE.



AMBASSADORS

ANA DE ARMAS — CINEMATIC MUSE OF BLADE RUNNER 2049, SYMBOL OF FRAGILITY + FUTURISM.

TOGETHER: EMBODY DUALITY — MEMORY AND REBELLION, POETRY AND FUTURISM.

MACKENZIE DAVIS — FIERCE, MODERN, ENIGMATIC; BALANCES ANA WITH FUTURIST ENERGY.

TONE: NOT CELEBRITY ENDORSERS, BUT STORY CHARACTERS WITHIN THE CAMPAIGN.

SIGNATURE EXPERIENCE

NARRATIVE: THE FUTURE OF MEMORY COMES ALIVE IN A JOURNEY THAT BLENDS CINEMA WITH INTIMACY.

TRIGGER: FILM SCREENING QR → UNLOCK VCA MICROSITE.

DIGITAL: AR TRY-ON OF “MEMORY CRYSTALS” (NEON REFRACTED GLOW) → SHAREABLE SOCIAL STORY.

CONCIERGE: WHATSAPP/WECHAT CHAT → VIP APPOINTMENT SCHEDULING.

BOUTIQUE: IMMERSIVE SET DESIGN (INSPIRED BY BLADE RUNNER CITYSCAPES) → PRIVATE VIEWING.

MEMORY
CRYSTALS
COLLECTION



PERSONA ARCHETYPES



PERSONA 1: THE NEXT-
GEN VISIONARY (GEN Z
UHNWIS)



PERSONA 2: THE
MILLENNIAL CURATOR



PERSONA 3: THE
LEGACY KEEPER

MEDIA MIX



*IN A WORLD WHERE TIME FORGETS, VAN CLEEF & ARPELS REMEMBERS.
TURNING MEMORY INTO LIGHT.*

