



A K I L L I S



JOAILLERIE PARIS

OBSESSED

AKILLIS



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AKILLIS PRESENTS « OBSESSED »

WHEN BLUE BECOMES A SIGNATURE,
AN OBSESSION, A STATEMENT.



AKILLIS UNVEILS OBSESSED, ITS NEW CAMPAIGN SPOTLIGHTING BLUE, THE MAISON'S EMBLEMATIC COLOR. INTENSE, VIBRANT, MAGNETIC, THIS SIGNATURE BLUE STANDS AS A VISUAL MANIFESTO. MORE THAN A SHADE, IT IS AN ATTITUDE. MORE THAN A BACKDROP, IT IS A DECLARATION.

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SINCE ITS BEGINNINGS, AKILLIS HAS CULTIVATED A BOLD VISION OF CONTEMPORARY FINE JEWELRY. WITH OBSESSED, THE MAISON REAFFIRMS ITS ATTACHMENT TO THIS COLOR THAT HAS BECOME ITS IDENTITY. A DEEP, ELECTRIC, ALMOST HYPNOTIC BLUE THAT ENHANCES GOLD AND DIAMONDS WHILE REVEALING THE GRAPHIC STRENGTH OF EACH CREATION.



THE COLOR OF INFINITY AND DEPTH, BLUE EVOKES MASTERY, LOYALTY, CONFIDENCE, AND INNER POWER. BOTH CALM AND MAGNETIC, MYSTERIOUS YET ASSERTIVE, IT SYMBOLIZES AT AKILLIS THE BALANCE BETWEEN PRECISION AND EMOTION, A CONSTANT CREATIVE TENSION THAT DEFINES THE MAISON'S DNA.

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IN THIS CAMPAIGN, THE WORD OBSESSED RESONATES AS A CONFIDENT DECLARATION. **AN OBSESSION WITH DETAIL. AN OBSESSION WITH DESIGN. AN OBSESSION WITH PRECISION. BUT ALSO AN OBSESSION WITH STYLE, WITH ALLURE, WITH THAT SINGULAR ENERGY THAT RUNS THROUGH EVERY PIECE.**



THE POWERFUL, MINIMALIST VISUALS IMMERSE THE CREATIONS IN A BATH OF INTENSE BLUE. THE SCULPTURAL LINES OF THE JEWELRY — PARTICULARLY THOSE FROM THE PYTHON COLLECTION STAND OUT BOLDLY AGAINST THIS MONOCHROME SETTING. THE CONTRAST IS STRIKING: RADIANT GOLD, LUMINOUS DIAMONDS, AND THAT SIGNATURE BLUE ELECTRIFYING THE WHOLE.

OBSESSED EMBODIES THE AKILLIS SPIRIT: INDEPENDENT, RADICAL, CONTEMPORARY. A CAMPAIGN THAT CELEBRATES THOSE WHO LIVE THEIR PASSIONS FULLY, WHO ASSERT THEIR CHOICES, AND WHO WEAR THEIR JEWELRY AS AN EXTENSION OF THEMSELVES.

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ONE SIGNATURE

ONE OBSESSION

ONE COLOR

OBSSESSED



WITH OBSESSED, AKILLIS TRANSFORMS BLUE INTO A STATEMENT OF IDENTITY.