

INTERNET

Cartier's panther motif comes to life for new Panthère collection

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Cartier collection

By NANCY BUCKLEY

French jeweler Cartier is highlighting its signature motif in the new Panthère collection through a social video with a live panther browsing the themed jewelry.

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The use of a panther in the video pushes the animal past the space of being just a motif of Cartier and makes the elegant and predatory animal an icon of the brand and its products. By circling this campaign back to the brand's symbol, Cartier is refocusing consumers' perspectives on the brand.

"Predators, especially wild cats, are a familiar trope in Luxury marketing," said Marko Muellner, vice president at [ShopIgniter](#), Seattle.

"The fusion of elegance, power, and majesty are just irresistible," he said. "These traits not only strengthen the brand but also empower consumers. Who doesn't want a pair of emerald eyes staring out from their diamond panther earrings?"

"While the campaign isn't necessarily unique or innovative, it is compelling and powerful. The imagery, music and mysterious feel of the video does a nice job of balancing the themes of strength and beauty with rich product imagery, inviting customers to explore the

collection."

Mr. Muellner is not affiliated with Cartier, but agreed to comment as an industry expert.

Cartier was unable to respond by press deadline.

New Collection

Panthère de Cartier features yellow and white gold pieces that embody the panther in some way. Some brooches, rings, necklaces and earrings have the panther's head as the main focus with different gemstones and diamonds as its eyes and spots.

Other items in the collection have a subtler panther theme, like a pendant with the panther's head among the spots of the animal.

Embedded Video: [//www.youtube.com/embed/SCIfvbkZLho?list=UUu16y62LPCwTknfV5_7Zalg](https://www.youtube.com/embed/SCIfvbkZLho?list=UUu16y62LPCwTknfV5_7Zalg)

Panthère de Cartier collection video

A panther's green eyes are highlighted through emeralds, the muzzle is onyx and diamonds create the panther's coat.



Panther collection

The video portrays the collection through a showroom case. A real panther enters the showroom after hours and browses the Panthère de Cartier collection.

Each animal on the various pieces of jewelry seem to turn and stare at the live panther. Finally, there is movement in the showroom and the panther runs out.

The campaign was continued by Cartier through the hashtag #CollectionPanthère. Images were posted on the brand's Facebook and Twitter and short videos were posted on Instagram. These videos consist of the panther walking through and by enlarged images of the jewelry collection.

Panther creations

Cartier employs the panther symbol in many campaigns.

For example, Cartier explored the heritage of its panther motif through a social media campaign to underscore the design's importance.

As one of the jeweler's most recognizable motifs, sharing the evolution of the Panthère in Cartier designs allowed consumers to better understand its usage. Using an alphabetical format, Cartier has shared bits of information regarding the motif on social media to increase awareness among its younger consumers ([see story](#)).

Also, Cartier expanded its women's fragrance collection with the introduction of its latest scent La Panthère.

La Panthère joined Cartier's seven women's fragrances and aims to reflect the feline codes the house uses in many of its motifs, animations and jewelry. By creating a fragrance that relates directly to the jeweler's codes, it is likely that dedicated consumers appreciated the bottle's design and scent profile ([see story](#)).

"Both the animal and the jewelry are magnificent," Erik Pavelka, CEO and founder of [Martini](#), San Francisco, CA.

"The jewelry is pure Cartier – unique, beautiful, and of the highest quality," he said. "And the animal not only mimics the product, but it along with the music create a sense of drama and excitement. The brands image is enhanced by this combination of drama and the multiple executions of the product theme.

"When used in the way that Cartier has done, it not only creates a tie-in between the animal and the product, but this particular animal has the combination of power and grace and beauty. Many executions are not as successful as this one with Cartier."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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