

INTERNET

Cartier, Refinery29 highlight professional women following their dreams

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Tali Lennox for Cartier's Dream Catchers feature with Refinery29

By KAYSORIN

French jeweler Cartier is teaming up with Refinery29 to showcase women working to fulfill their dreams in a dedicated feature on the digital media brand's Web site.

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Luxury Daily

Refinery29 and Cartier worked together to profile five women who have followed their dreams in a variety of different careers for its Dream Catchers feature. Wearing Cartier's Amulette Collection, the women discussed where their lives have led them and how they have believed in themselves throughout the entire process.

A dream is a wish

Cartier's feature on Refinery29 focuses on women working to achieve their dreams. The Dream Catchers feature profiled a number of women in different industries.



Cartier and Refinery29's feature focused on professional women

Tali Lennox, Christene Barberich, Amy Sall, Anna Gray and Jen Steele were each shown wearing a piece from Cartier's Amulette Collection. They spoke about how they made important decisions in their lives and what influenced their careers.

Tali Lennox is a model and artist who is premiering her work for the first time at the Catherine Ahnell Gallery in New York this summer. She wore the Amulette de Cartier Ring and the Amulette de Cartier bracelet for the photoshoot.



Christene Barberich posed in a Cartier necklace

Christene Barberich is Refinery29's editor-in-chief and one of its founding partners. Ms. Barberich wore the Amulette de Cartier necklace for the photo shoot.

Other women included Amy Sall, founder and editor-in-chief of Sunu, a journal of African affairs and critical thought, and Anna Gray and Jen Steel, founders of an online digital space for women.



Amy Sall transitioned her career to focus on Sunu

Focusing on a variety of women from different industries will help Cartier appeal to a wide range of consumers. Additionally, focusing on how these women were able to be successful professionally emphasizes female empowerment.

Refinery29 is particularly popular with millennial women, many of whom are devoted to their professional careers. By working with Refinery29 for this feature, Cartier will likely reach a target audience who will be interested in purchasing its products.



Anna Gray and Jen Steel worked together to found a digital platform

Girl power

Cartier has long been involved in women's rights and has worked to further the cause. For example, the jeweler has been supporting women entrepreneurs with its annual Cartier Women's Initiative Awards that promotes female-led startup companies.

Created in 2006 by Cartier and its partners, the Women's Forum, McKinsey & Company and Insead Business School, the awards are given to the woman or group of women with the best business plan submitted to the global competition. Brands can be humanized by investing in causes that empower future leaders ([see story](#)).

Other luxury jewelry brands have targeted marketing campaigns to appeal to professional women. As women are more regularly buying expensive jewelry for themselves, advertising campaigns have moved away from emphasizing jewelry's role as a gift.

For example, earlier this year Swiss jeweler Piaget inspired self-gifting and personal reward with sponsored content on New York magazine's The Cut.

Centering on five "overachievers," the story "MVPs: Most Valuable Possessions" let the women tell the story of success in their own words in a Q&A, where overall themes included taking pride in work and "[spoiling] yourself." Promoting the idea of rewarding career milestones can help boost jewelry sales beyond the typical handful of holidays a

year ([see story](#)).

Final Take

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