

IN-STORE

Cartier premieres watch collection exclusively at DFS

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Clé de Cartier timepiece

By STAFF REPORTS

French jeweler Cartier is giving shoppers at T Galleria by DFS exclusive access to its new Clé de Cartier collection.

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For two months before the global launch, consumers will be able to see the watch in-person for the first time since its premiere at SIHH 2015. Being able to offer one-of-a-kind products from sought-after brands can help a retailer convince consumers to shop with them rather than a competitor.

Match made

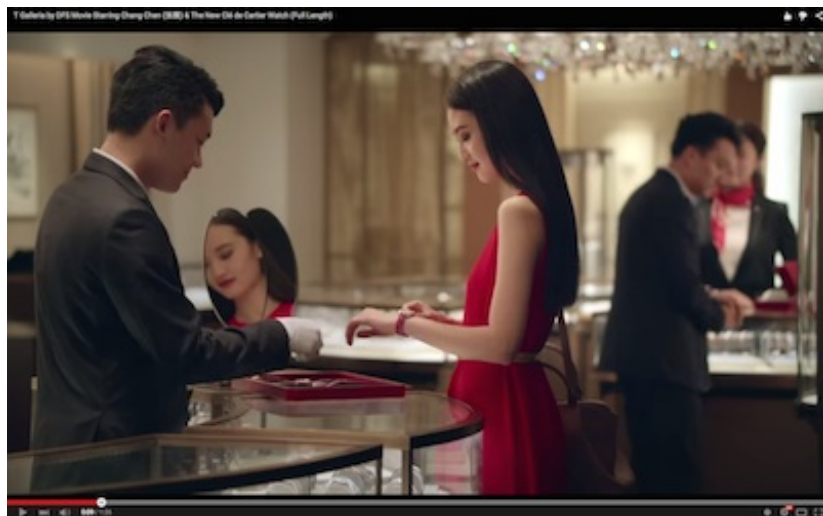
Cartier's Clé de Cartier timepieces are named for their crown shape, which looks like a key, or clé. The watches, designed for both men and women, have perfectly circular cases and come in either gold or steel.

To introduce the collection, DFS created a short narrative film featuring Taiwanese actor Chang Chen.

At the beginning of the video, Mr. Chen is shown trying on a watch in a store. His focus turns from his wrist to a woman at another counter trying on a Clé de Cartier watch with a

red strap that matches her crimson outfit.

The pair lock eyes and smile at each other. He leaves the T Galleria store before her, managing to slip a note on her car as a group of photographers and press flock around her.



Still from DFS' Cartier film

Mr. Chen leaves another surreptitious note, handed to her as she stops for tea at a street side counter.

In the following scene, Mr. Chen is standing behind a camera directing a photo shoot, when his woman in red surprises him in the frame, this time wearing a photo ready glittery gold dress.

Mr. Chen's final note to the object of his affection is placed next to a Cartier box containing the red watch she tried on in-store. Reading "Meet me where time is ours," the note takes her up to a balcony, where they embrace each other with matching timepieces on their camera-facing wrists.

Embedded Video: <https://www.youtube.com/embed/6NW-Fne9s4U>

T Galleria by DFS Movie Starring Chang Chen & The New Clé de Cartier Watch

DFS's marketing reflects Cartier's own film strategy, which uses its jewelry as a catalyst of human emotion.

The French jeweler celebrated the "extravagant nights" that can be had in Paris with a film for its Paris Nouvelle Vague collection.

Cartier's one-minute video centers on a series of chance encounters between a man and a bejeweled woman on the streets of the city. Throughout the film, Cartier's baubles become part of the action and narrative, using product placement in an engrossing way ([see story](#)).