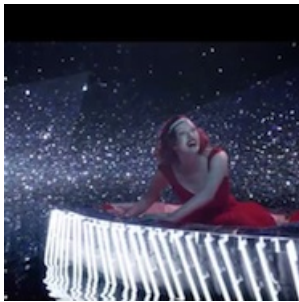


INTERNET

## Cartier proves diamonds are a girl's best friend via social film

November 24, 2015



*Still from Cartier Diamonds*

By STAFF REPORTS

French jeweler Cartier is causing consumers to "fall under the spell" of diamonds in a new film.

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Shared socially as well as within an email sent to subscribers, the "Cartier Diamond" film is a take on Marilyn Monroe's 1953 musical number in the film "Gentlemen Prefer Blondes," where the actress famously sings "Diamonds Are a Girl's Best Friend." Repurposing a well-known scene for the brand's own happenings will likely allow Cartier's consumers to relate to the campaign film.

### Channeling Marilyn

The video begins with a woman wearing a red dress that matches the red Cartier box sitting on her vanity table. As she opens the box and tries on the diamond ring inside, the tempo of Diamonds Are a Girl's Best Friend picks up.

With this, men dressed in black tie appear out of nowhere and carry her down the stairs and past the Cartier flagship in Paris. Soon the men have carried her to Place Vendome where the musical number continues as she gazes at herself in handheld mirrors and looks up at the roof to see the Cartier Panther looking down on the scene.

As the video continues the woman takes a riverboat ride down the Seine in an illuminated rowboat. During other scenes, the woman continues to reenact famous scenes from Ms. Monroe's career set to Diamonds Are A Girl's Best Friend before floating to the rooftops over Paris.

When on the roof, the woman walks passed the Cartier Panther to board a Ferris wheel that overlooks the cityscape of Paris as the panther looks on knowingly.

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Fall under the spell of Cartier diamonds in the new film from #Cartier. #CartierDiamonds  
<http://goo.gl/HA05NS>

Posted by **Cartier** on Monday, November 23, 2015

An accompanying Web site includes diamond-themed content produced by Cartier including a jewelry look book and "The Diamond, Revealed," a section on why the jeweler's diamonds "outshine" the rest.

Ms. Monroe's everlasting popularity in pop culture has ensured a legacy that is rooted not only in Hollywood, but in luxury as well.

In 2012 for instance, French fashion house Chanel invited consumers to learn the intimate history of its N 5 fragrance through a video featuring Marilyn Monroe that is the second chapter of its Inside Chanel videos.

The "Marilyn and N 5 Inside Chanel" video was shown on the label's Web site and YouTube channel. Chanel continued to push the campaign through its digital properties ([see story](#)).

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