

JEWELRY

Cartier sets cities aglow in energetic holiday film

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Image from Cartier's holiday 2016 efforts

By STAFF REPORTS

French jeweler Cartier is building up excitement for the holiday season with a video that stresses its lighter side.

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The 2016 edition of its traditional "Winter Tale" features a glowing panther prancing through the streets of New York and Paris, illuminating landmarks on its way. This enchanted take encapsulates the wonder of this time of year, equating Cartier gifting with magic.

Lightening up

At the opening, a single trail of red light catches the eye of a panther on a New York sidewalk. The cat pounces on the glowing ribbon, causing the energy to turn into an illuminated panther.



Cartier Winter Tale 2016

After the two animals look each other in the eye, the light splits apart again and begins to dart around the city. As the vantage point changes, the viewer can see that this has lit up the recently reopened Cartier flagship on Fifth Avenue.

The light spreads throughout the entire city, turning headlights, apartment windows and bridges aglow.

The same magic is seen to have taken hold of Paris, as Cartier's flagship there is also touched before the rest of the town brightens.

Cartier Winter Tale 2016

From the YouTube video, consumers can click to view a selection of gifts, including fine jewelry from its Cactus de Cartier, Amulette de Cartier and Trinity de Cartier collections.

Cartier's iconic panther is a common theme in its holiday efforts.

In 2014, the jeweler upheld its panther motif for its social campaign.

The fifth annual "Winter Tale" told of a world above Paris in the clouds where Panther cubs run around. The whimsical social video allowed Cartier to continue to use its panther, while celebrating the winter holiday season in a magical manner ([see story](#)).

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