

JEWELRY

Cartier challenges consumers to show how far they will go for love

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Image courtesy of Cartier

By BRIELLE JAEKEL

French jeweler Cartier is setting a high bar for significant others this year through a video series to celebrate one of its biggest holidays.

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A video campaign from Cartier is asking the question, "How far will you go for love," showing off short narratives that each include its Love Bracelet. Each spot shows a different couple going through different lengths for each other.

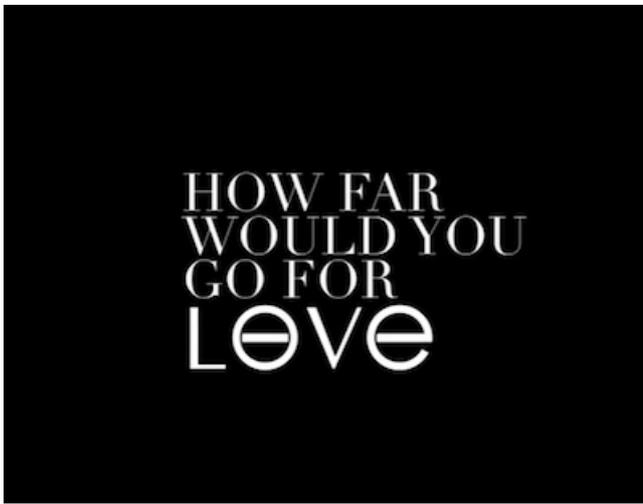
Campaign for love

Cartier's campaign comes just in time for Valentine's Day, hoping to entice lovers to buy each other jewelry from the holiday. Three video ads feature its Love Bracelet, and various couples fastening the cuff on one another.

The first shows a couple separated in a dead-stopped traffic jam. A man is seen running through vehicles and climbing on top of a few.

A woman sitting in a convertible turns around and sees him climbing on top of cars to get to her. She quickly jumps out through the top of her vehicle and climbs over to greet him.

The two embrace, and the man clasps the Love Bracelet around her wrist before they kiss. Text reading, "How far would you go for love," appears at the end of the video.



Cartier video

Cartier's second video shows a man and woman sitting at separate tables but back-to-back, looking bored. They soon start to hold hands until, to her surprise, he fastens the Cartier bracelet around her wrist.

At the end of the video the campaign tagline, "How far would you go for love," appears.

The final video shows a couple excitedly coming home to their apartment. Once inside, the two playfully run around the furniture taking off jewelry and shoes.

Cartier's Love bracelet can be seen as she holds it in her hand and her mouth while running around the room with her significant other. She then is showing screwing the bracelet onto his wrist and the two begin dancing and spinning when the tagline pops up.



Cartier video

Cartier campaigns

The jewelry brand often reveals creative narratives and campaigns for holidays, as often times it is customary to gift jewelry. For instance, Cartier recently built up excitement for the holiday season with a video that stresses its lighter side.

A 2016 edition of its traditional "Winter Tale" featured a glowing panther prancing through the streets of New York and Paris, illuminating landmarks on its way. This enchanted take encapsulated the wonder of this time of year, equating Cartier gifting with magic ([see more](#)).

Cartier also recently headed to the desert to source its latest jewelry inspiration.

The French jeweler's Cactus de Cartier range featured cactus-shaped baubles for a spirited collection meant to evoke the rebelliousness and resiliency of the flower, and in turn the wearer. Cartier has long sourced inspiration from the natural world, especially the colors, shapes and symbols associated with florals ([see more](#)).