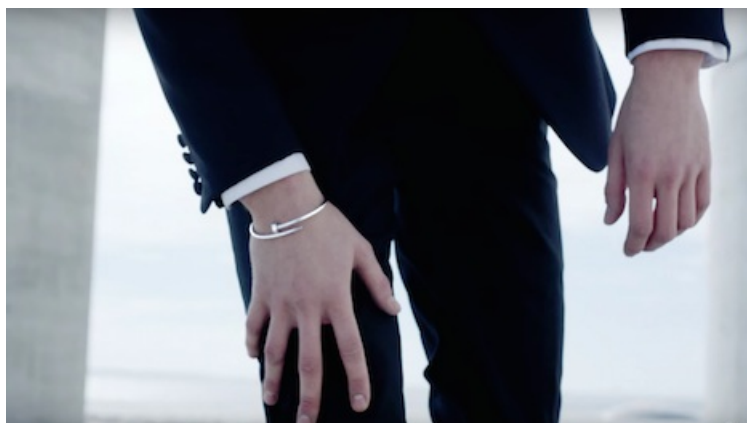


JEWELRY

Cartier marries history and modernity in contemporary collage

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Cartier's nail bracelet

By DANNY PARISI

French jeweler Cartier is reimagining its classic Juste un Clou collection for the modern era through a series that brings the 1970s style into the 21st century.

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The collection is comprised of a series of necklaces, bracelets, rings and other assorted pieces all made in the shape of a bent nail. The accompanying video series uses a frenetic barrage of 21st century imagery to cement the collection's modernist approach.

"The Juste un Clou video's frenetic style is an ode to the early 1970s era in which it was inspired - bold, free spirited and adventurous," said Jim Gentleman, chief strategy officer at **SK+G**, Las Vegas. "And while this jewelry line is more than 40 years old, the video serves to keep it fresh and modern in consumers' minds.

"Cartier is making a statement that it's as relevant and innovative today as it's always been."

Mr. Gentleman is not affiliated with Cartier, but agreed to comment as an industry expert. **Cartier** was reached for comment.

Juste un Clou

To promote this new collection, Cartier debuted two new videos that bring together imagery and motifs from the piece's historical origin, the 1970s, and the modern day in a collage style that uses fast editing and rapid cuts.

The first video cuts together a wide variety of scenes and images. Among them are young people jumping into pool, a band recording in a studio, a man in a tailored suit skateboarding, a woman dancing on a stage and a raucous EDM nightclub.

Among these images are references and allusions to the 1970s and today.

For example, the band is recording on modern day computers, yet they also use an old vinyl record player. Similarly, a man in a modern suit is shown skateboarding in the street style pioneered in California in the 1970s.



Juste un Clou

The biggest juxtaposition is in the nail bracelet itself. The piece debuted in 1971 as a stylish bracelet made from a long nail bent into a circle.

Now, Cartier is reintroducing this design with a modern twist. The materials, style and design of the piece now better reflect a modern take on jewelry design.

The second video is more explicitly historical, opening with a title card that reads "New York 1971" before launching into a close up examination of the piece as icons from the decade that spawned it, such as an image of Studio 54, are seen reflected in the piece.

Ultimately, Cartier is trying to balance the historical clout that the nail bracelet comes with while emphasizing that it is still a modern piece that is fit for the 21st century.

Past and present

A video campaign that delves into a fashion brand's history is not a new subject. In fact, it is quite popular in luxury marketing to use the pedigree of a brand's history as a selling point for new products.

This appeal to history and nostalgia is a powerful tool in the luxury marketer's arsenal and one that has been put to good use by brands such as Chanel, which has developed an entire documentary series devoted to its heritage, focusing heavily on founder Coco Chanel.

Chanel has plugged the series hard and, combined with the strength and reach of its historic brand name and the subject matter, has pushed each episode of the series to more than a million views on YouTube ([see story](#)).

Stylistically, the video also resembles other video campaigns from luxury brands that focus on loud EDM music and a fast pace to sell the product as an exciting addition to the consumer's life, such as another video campaign from Chanel featuring Kristen Stewart ([see story](#)).

By combining an appeal to historical pedigree with the relatable imagery of modern life, Cartier is counting on two of the best marketing tactics a luxury brand can employ to sell the latest Juste un Clou collection.

"Cartier is targeting millennials who've grown up on MTV and TMZ," Mr. Gentleman said. "The video's paparazzi-inspired and stylized visual approach along with its thumping electronic dance music soundtrack is effective in making Cartier feel current."