

JEWELRY

Cartier to bring back 80s classic in Sofia Coppola-directed film

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The Panthre de Cartier watch

By STAFF REPORTS

French jeweler Cartier is putting Academy Award-winning director Sofia Coppola behind the lens for the relaunched of the Panthre watch.

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During this year's Salon International de la Haute Horlogerie in Geneva, Cartier announced that it would be reviving the 1980s' classic, the Panthre de Cartier women's wristwatch. Originally released in 1983, Cartier ceased production of the timepiece in 2004, but consumer demand has led the Richemont-owned jeweler to return the watch to market.

A classic, reissued

Cartier's Panthre de Cartier film by Ms. Coppola will debut in June to coincide with the relaunch of the watch.

Ms. Coppola's film will debut on social media and select theaters. The film stars Courtney Eaton and singer Donna Summer's daughters, Brooklyn and Amanda Sudano.

In speaking with Business of Fashion, Ms. Coppola said, "I love the era when the Panthre debuted and I think of it as glamorous and sexy, and thought about films and the women of that era."



Cartier's Juste un Clou bracelet and the Panthre de Cartier watch during SIHH

Ms. Coppola envisions the wearer of the new Panthre to be a woman "visiting L.A., and away from work, and is enjoying the sun, romance and her friends."

Recently, Cartier reached into its past to promote 1971's Juste un Clou collection.

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

Cartier's 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 ([see story](#)).

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