

JEWELRY

Cartier comes out of its boutiques for Panthre Studio pop-up

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The Panthre de Cartier watch

By STAFF REPORTS

Richemont-owned jeweler Cartier will open its first public-facing experiential activation in the United States market May 20-21 to garner interested in the Panthre timepiece.

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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 lead the French jeweler to return the watch to market ([see story](#)).

Downtown takeover

Cartier's immersive consumer experience will take shape at a pop-up takeover at Indochine, a French-Vietnamese restaurant on New York's Lafayette Street.

Cartier's two-day Panthre Studio is designed to bring a millennial audience a customized and interactive branded experience. The event will celebrate the relaunch of the Panthre timepiece collection and recall the glamorous spirit of the 1980s, when the watch style first launched.

Panthre Studio's takeover of Indochine includes shareable elements throughout the space such as live DJ performances, social media activations and interactive photo experiences. One such example is Cartier's "Stacking Bar" where guests can style personalized jewelry looks using the the jeweler's Panthre watch.



Cartier's Juste un Clou bracelet with a Panthre watch

Special guests will be in attendance over the course of the weekend. Model and actress Olivia Culpo will be at Panthre Studio during Saturday's opening, for example.

The Cartier pop-up at Indochine will be open from 11 a.m. to 5 p.m. on May 20-21.

"We're coming out of our boutiques and bringing the world of Cartier downtown, to engage with our clients – and future clients for that matter – where they live, work and play," said Mercedes Abramo, president/CEO of Cartier North America, in a statement.

"We're excited to introduce the iconic Panthre de Cartier watch to a fun, fearless new generation in such a unique, experiential way with Panthre Studio," she said.

Speaking to this new generation of consumers further, Cartier opted to partner with ecommerce player Net-A-Porter as the exclusive retail platform for the Panthre relaunch.

Prices for the Panthre de Cartier collection range from \$4,000 to \$123,000 ([see story](#)).

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