

JEWELRY

## Cartier's retro campaign appeals to consumers nostalgic for a past decade

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*Cartier brings back the eighties with its latest watch*

By BRIELLE JAEKEL

Richemont-owned jeweler Cartier is looking to Hollywood for a retro-themed campaign that brings back the 1980s along with its watch, an icon from the decade.

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Oscar winner and 2017 Best Director at the Cannes International Film Festival, Sofia Coppola, directed Cartier's latest advertisement in which the eighties decade is rampant. The ad brings back the Panthre de Cartier watch, which was discontinued by the jeweler, but recently reintroduced citing consumer demand.

Bringing back the 80s

Cartier's ad may take notes from the eighties, but still it is clear the video is made for today.



*Panthre de Cartier still campaign*

The song playing throughout the film, Donna Summer's iconic "I Feel Love," is another popular theme from the 1980s.

As the song's electronic beats begin slowly, a woman can be seen sitting alone at a booth in a restaurant running her finger along the rim of a glass. She is wearing the Panthre de Cartier watch.

The camera moves in closer as the beat builds quickly, until she looks at the camera and the tempo picks up.

Footage of the woman diving into a pool is interspersed with images of the Palm-tree lined streets of Southern California. The woman is driving an eighties convertible.

A clip cuts to the woman arriving poolside and getting intimate with a man, whose face is never fully shown. After that the woman is dancing at a club with her friends.

#### *Cartier's video for the watch relaunch*

The ad reintroduces Cartier's watch, which is now available for fans to purchase. Cartier debuted the revived Panthre de Cartier timepiece on ecommerce seller Net-A-Porter prior to a launch at its own points of sale ([see more](#)).

#### Cartier campaigns

The jeweler also recently opened its first public-facing experiential activation in the United States market May 20-21 to garner interest in the Panthre timepiece.

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 more](#)).

Following a challenging 2016, Swiss watchmakers are seeing stabilization and growth in demand, but a remaining surplus of inventory is holding the industry back from its full potential rebound, according to the CEO of French jeweler Cartier.

Various factors including the crackdown on corruption and luxury gifting in China led to a slowdown for the watch industry last year as wholesalers and dealers were left with more pieces than they could sell. Speaking at the FT Business of Luxury Summit on May 16, Cartier's president and CEO shared his outlook for the industry, as well as his insights into his own brand's efforts to woo the next generation of luxury buyers ([see more](#)).

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