

JEWELRY

## Cartier crafts cactus-themed cocktails high above Fifth Avenue

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*Cactus de Cartier collection. Image credit: Cartier*

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By STAFF REPORTS

French jeweler Cartier is inviting consumers up to the roof of its Fifth Avenue mansion to enjoy summer cocktails.

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Starting at noon from June 14-28, consumers can head to Cartier's New York flagship rooftop to experience the brand in an intimate setting high above the busy shopping avenue below. Recently, Cartier has leveraged public events to introduce its brand and collections to a younger audience who prefer experiential retail interactions over traditional points of sale.

Cartier, cactus and cocktails

Cartier's New York flagship is located at 563 Fifth Avenue and has been the jeweler's home since the early 20th century. The space reopened last summer after undergoing extensive renovations that closed the flagship for nearly two years.

Up on its rooftop, Richemont-owned Cartier will hold an installation surrounding its Cactus de Cartier collection. The brand's Cactus de Cartier is inspired by the flora of southwest United States.

The Cactus de Cartier line offers an edge over Cartier's typical flower-themed collections due to "the secret beauty" of the cactus, which begs to be touched, but is best observed from afar.

Cactus de Cartier was added to Cartier's vast garden of floral-inspired collections in 2016.



*A necklace within the Cactus de Carter collection. Image credit: Cartier*

The Cactus de Cartier collection features rings, pendants, cuffs, brooches and earrings all in yellow gold. The three variations of the collection are set with either white diamonds, blue lapis lazuli or emeralds with orange carnelian and diamonds to create a realistic cactus ([see story](#)).

While promoted in a digital campaign at time of launch, the daily rooftop cocktail parties will further the reach of the collection and will help Cartier make an impression on a new consumer segment.

Cartier is alerting consumers to the cactus-themed cocktail event through Facebook.



*Cartier is using southwestern colors to promote its Cactus de Cartier event. Image credit: Cartier*

The event comes on the heels of Cartier's first public-facing experiential activation in the United States market from May 20-21.

Held at Indochine, a French-Vietnamese restaurant on New York's Lafayette Street, Cartier hosted a pop-up to celebrate the relaunch of the Panthre timepiece collection and recall the glamorous spirit of the 1980s, when the watch style first launched ([see story](#)).