

JEWELRY

Cartier pops the question in romantic-comedy narratives

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Cartier highlights the Destine de Cartier solitaire engagement ring setting in The Proposal. Image credit: Cartier

By JEN KING

Richemont-owned jeweler Cartier is continuing its pursuit to gain footing with millennial consumers in a new effort dedicated to engagements.

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Cartier's "The Proposal" series tells the love stories leading up to the big question, offering heartfelt insights into the protagonists' romantic relationships. The millennial demographic is not marrying at the same rate as older generations, a trend that has proved problematic for the jewelry sector, which counts heavily on milestone occasions such as an engagement.

"Videos such as these can raise awareness about an offering, but with so much noise and content targeting consumers right now, you have to do more than show a romantic scene of a stereotypical boy-meets-girl story," said Jasmine Bina, president of **Concept Bureau**, Santa Monica, CA.

"If you're not willing to take a risk, or even just be specific with your messaging, no one is going to pay attention," she said.

Ms. Bina is not affiliated with Cartier, but agreed to comment as an industry expert. **Cartier** was reached for participation.

Say I do with Cartier

The first Cartier video to be released on its YouTube channel is titled "My Favorite Song." Cartier's video begins with a woman angrily knocking on her neighbor's door to ask the tenant to keep the noise to a minimum.

When the man opens his door, it is clear that there is an attraction but he politely responds that he will try to keep it down. After sharing introductions, Lola heads back to her apartment and is obviously smitten with her neighbor, Paul.

Once back inside her apartment, Paul begins playing "Lola" by The Kinks, causing Lola to look up at the ceiling and smile, and she then heads back upstairs.

The next scene fast forwards two years into the future and shows Lola standing on the street looking anxious for someone's arrival. Lola heads into a cocktail bar and sits down at a table alone, looking over her shoulder with anticipation.

Paul then appears on the stage and says, "This song changed my life," and begins to sing Lola's namesake song. Clearly flattered and embarrassed, she mouths, "What are you doing?"

He then steps off the stage, gets down on one knee, takes out Cartier's iconic red ring box and asks Lola to marry him.

Cartier's The Proposal My Favorite Song

The second video in Cartier's The Proposal series has a similar tone and light hearted rom-com sentiment.

Titled "Jump Right In," the video begins with a woman entering a crowded house party and making her way alongside the edge of the pool. A few dancing revelers and the woman nearly crash into each other.

Filmed in such a way, the viewer at first thinks the woman was bumped into the pool, but when the camera angle changes, it shows the second a man splashes into the water. From the pool's ledge, the woman apologizes to the man she accidentally caused to fall in, but she starts to laugh.

The man responds, "Don't be, it feels amazing," as he looks up at her. He then says, "Care to join me?" She hesitates, but he reassures her that he's only kidding, as he hoists himself out of the water.

The pair introduces themselves as Tim and Bianca as the video fades to black. In a fast forward to two years later, the couple is seen racing to a rooftop, which happens to have a pool.

Tim jumps in and Bianca says, "What are you doing?" Tim looks up at her and says, "Will you marry me?" from within the pool, causing Bianca to jump into the water to join her boyfriend when she sees the red Cartier box.

Cartier's The Proposal: Jump Right In

Cartier's The Proposal is the jeweler's second chapter in a digital series dedicated to declarations of love. Both shorts were directed by Ryan Fleck and Anna Boden, known for Showtime romantic drama "The Affair."

As of press time, the 105-second My Favorite Song and Jump Right In videos have been shared on Cartier's Instagram and Facebook accounts.

Hashtags include #CartierDiamonds, but only when the videos are viewed on YouTube does Cartier redirect consumers to its Web site to browse its engagement ring selection. The setting featuring in The Proposal is the jeweler's Destine de Cartier solitaire.

Millennial moves

Cartier's recent marketing has been skewed toward a millennial audience, as the French jeweler looks to make a connection with a demographic that often steers clear of fine jewelry.

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

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 used a frenetic barrage of 21st century imagery to cement the collection's modernist approach.

Among these images are references and allusions to the 1970s and today ([see story](#)).

Also, Cartier opened its first public-facing experiential activation in the United States market May 20-21 to garner interested in the Panthre timepiece.

Cartier's two-day Panthre Studio was designed to bring a millennial audience a customized and interactive branded experience. The event celebrated the Panthre timepiece collection and recalled the glamorous spirit of the 1980s, when the watch style first launched ([see story](#)).

While making an effort to speak to millennials is well-founded, brands need to enforce why young consumers should choose their goods.

"Yes, Cartier makes engagement rings, but you need to tell me why I, as a millennial, should choose Cartier in the

first place," Concept Bureau's Ms. Bina said. "Why I should care?
"Safe content like this misses that second, crucial point," she said.

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