

JEWELRY

Cartier puts high-jewelry on display in public exhibit

October 18, 2017



Cartier high-jewelry is being displayed in New York. Image credit: Cartier

By STAFF REPORTS

French jeweler Cartier is showcasing its artistry and craftsmanship in an exhibit at its New York mansion.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The Cartier Haute Joallerie Exhibition, up Oct. 21-29 at the Fifth Avenue flagship store, will showcase both modern and archival jewelry, gemstones, watches and objects. This marks the first time that the largest collection of Cartier's high-jewelry will be on public view in the United States.

Mansion as museum

Celebrating the opening of the high-jewelry exhibit, Cartier hosted a gala in New York, which included a performance by Stevie Nicks. These festivities were captured in social content, allowing Cartier to extend attendance to a virtual audience.

Cartier High Jewelry Gala in New York

Along with high-jewelry, the exhibit features items from the Cartier Collection of historic pieces.

The exhibit will also include a Cartier Atelier, which will give visitors an understanding of the process and art behind the pieces.

Cartier's high-jewelry pieces will be available for purchase during the event.

While brands will often take over separate spaces in museums and other galleries for exhibits, hosting installations at a brand boutique can help immerse visitors in a brand universe.

French jewelry house Chaumet has opened up its 235-year history to the public with a series of pop-up exhibitions at its townhouse at 12 Place Vendme.

For instance, "Muse phmre" was open for six months, enabling the brand to showcase its design aesthetic through archival pieces from its own collection. Keeping exhibits to a minimum enables a display to make a larger impact once a house is ready to invite consumers in ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.