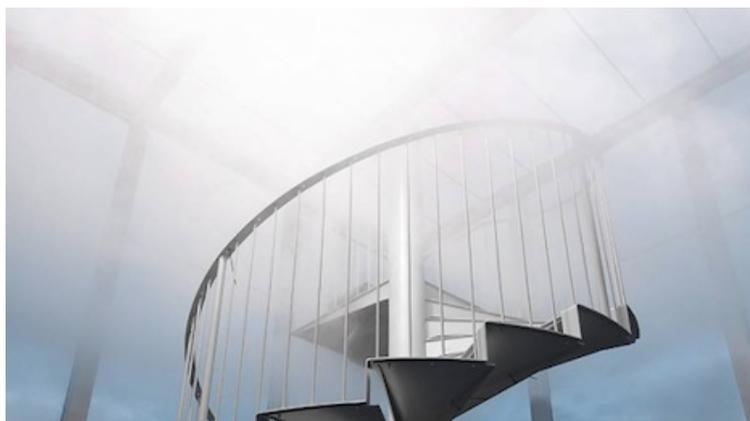


FRAGRANCE AND PERSONAL CARE

Cartier suspends cloud of fragrance outside Paris museums

October 23, 2017



Cartier's The Scent Cloud is part of the jeweler's ONSI series. Image credit: Cartier

By STAFF REPORTS

French jeweler Cartier has dreamt up an olfactory journey to promote the maison's fragrance offerings.

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From Oct. 20-23, Cartier staged Le Nuage Parfum, part of the Objet Sentant Non-Identifi (ONSI), or Unidentified Scented Objects in English, series outside Paris' Palais de Tokyo museum and its Muse d'Art Moderne. Le Nuage Parfum was envisioned by Cartier's in-house perfumer Mathilde Laurent.

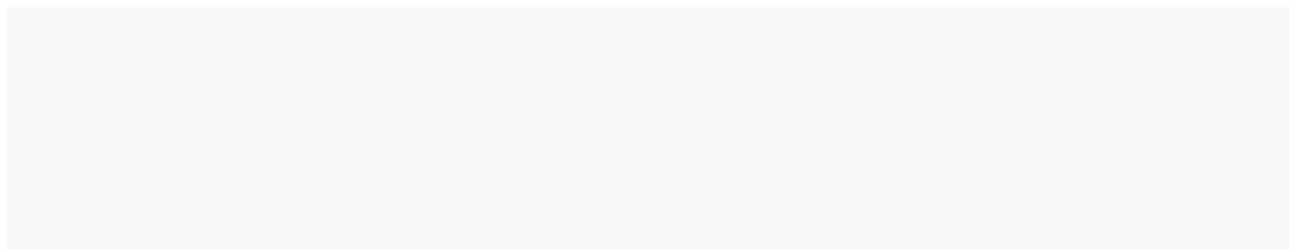
Up in the clouds

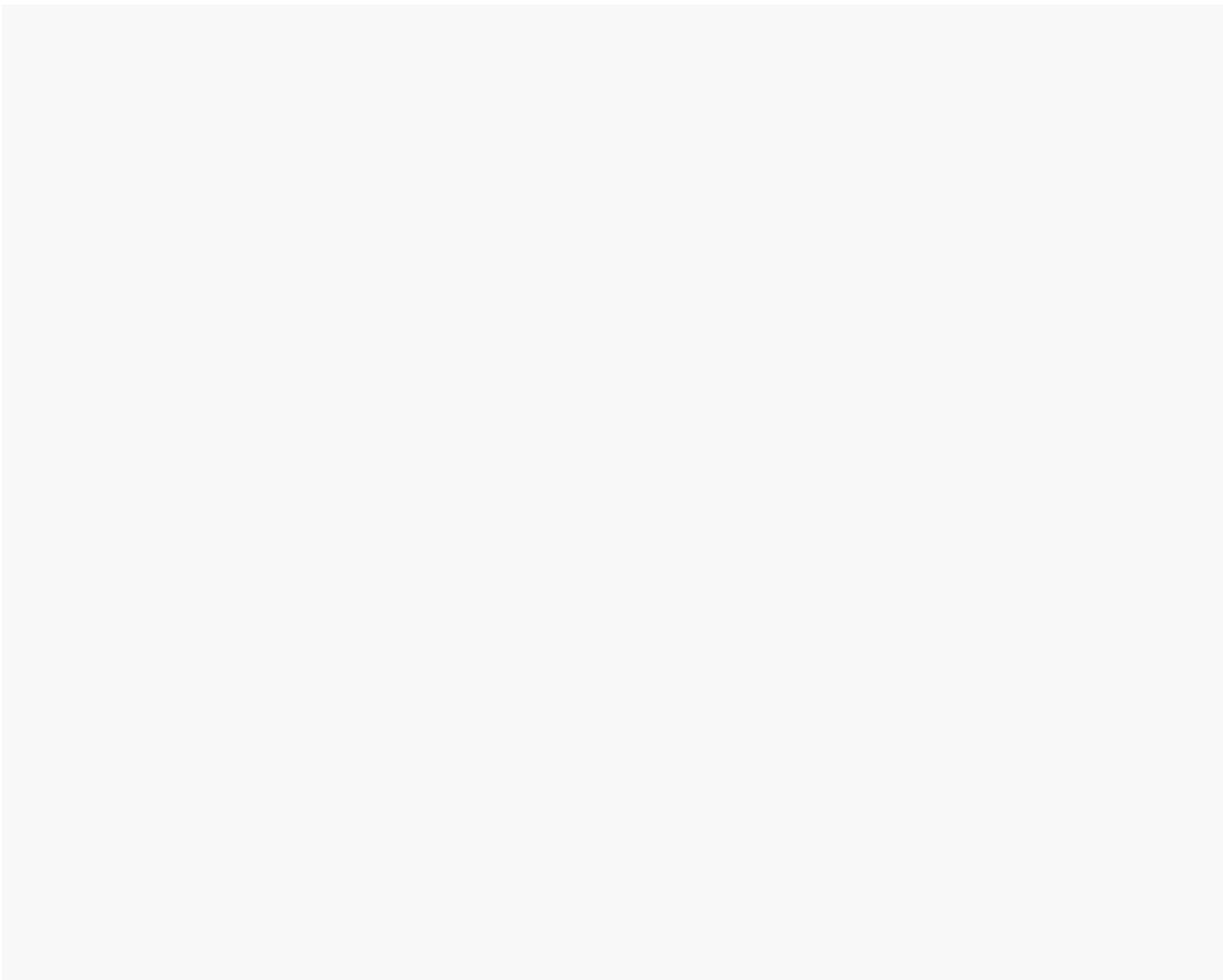
Cartier's Le Nuage Parfum, meaning The Scent Cloud, includes a metal cube with a spiral staircase at the center.

By taking the stairs up to the top, the visitor is surrounded by a cloud of L'Envol de Cartier, a fragrance created by Ms. Laurent. Five visitors at a time are able to experience The Scent Cloud.

The jewelry maison worked with Transsolar Agency to create the outdoor art installation, which as WWD put it, is a "mash-up of olfactory art and climate engineering" due the temperature control within the cube. To create the cloud, the cube's ground floor is kept very cool while the temperature at the top of the stairs is much warmer.

Cartier's The Scent Cloud, the first in a series of olfactory creative explorations, will wrap on Monday, Oct. 23. The Scent Cloud ran alongside the FIAC Art Fair Oct. 19-22.





The first OSNI or Unidentified Scented Object by Maison Cartier opens today at the Bassin du Palais de Tokyo in Paris. Open to the public until October 23, Le Nuage Parfum is the first in a series of Maison's unique olfactory creative explorations. #OSNICartier #CartierParfums

A post shared by Cartier Official (@cartier) on Oct 20, 2017 at 8:27am PDT

Richemont-owned Cartier has been active in hosting open exhibitions that explore the many facets of its brand.

To promote its high-jewelry for example, Cartier is showcasing its artistry and craftsmanship in an exhibit at its New York mansion.

The Cartier Haute Joaillerie Exhibition, up Oct. 21-29 at the Fifth Avenue flagship store, will display 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 ([see story](#)).

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