

JEWELRY

Cartier taps Jake Gyllenhaal for watch campaign

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The Santos de Cartier watch. Image credit: Cartier

By STAFF REPORTS

French jeweler Cartier has named American actor Jake Gyllenhaal the new face of its Santos de Cartier timepiece.

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According to a report in Women's Wear Daily, a film advertisement starring Mr. Gyllenhaal will break this spring. While many of its peers frequently feature celebrity ambassadors in their marketing efforts, Cartier has typically shied away from star spokesmodels.

Endorsement deal

Mr. Gyllenhaal is best known for his Academy Award-nominated performance in "Brokeback Mountain." He has also starred in movies including "Nightcrawler," Tom Ford's "Nocturnal Animals" and "Donnie Darko."

"Integrity, dedication and boundless curiosity: Jake Gyllenhaal embodies the Santos de Cartier man," said Cartier in a statement given to [WWD](#). "A man who commits utterly and does nothing by halves. A man who defines fearless as honest and true to himself."

"Jake Gyllenhaal reveals a new side to his talent with every film, performing a wide variety of roles. Cartier was drawn to his invincible style and fearless spirit."

The campaign featuring Mr. Gyllenhaal will appear in movie theaters and digital.

Last year, French jeweler Cartier put Academy Award-winning director Sofia Coppola behind the lens for the relaunch of the Panthre de Cartier watch.

Originally released in 1983, Cartier ceased production of the timepiece in 2004, but consumer demand has lead the Richemont-owned jeweler to return the watch to market ([see story](#)).



Cartier's Sofia Coppola-directed film. Image credit: Cartier

The resulting retro-themed campaign fittingly made nods to the 80s ([see story](#)).

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