

JEWELRY

## Cartier teams with DFS for international watch collection

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*Cartier's collaboration with DFS spans across the Pacific. Image credit: Cartier*

By DANNY PARISI

French jewelry house Cartier is partnering with DFS for an exclusive collection of Santos de Cartier watches.

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The collection, called Cartier x DFS Santos de Cartier, will debut later this year. In the meantime, Cartier has created a new advertising campaign featuring Chinese artist Deng Chao to promote the collection and build anticipation for its imminent release.

### Santos de Cartier

Cartier's newest collection of watches is created in collaboration with Hong Kong-based luxury travel retailer DFS.

The collection sees the two companies putting a unique spin on the classic Santos de Cartier watch, creating a limited run of the timepiece for sale in Hong Kong and the rest of the world.

To promote the collection, Cartier has worked with Mr. Deng to create a short film showcasing the watch and some of its inspirations.

In the video, Mr. Chao is shown wandering through San Francisco, a city where many immigrants from China arrived throughout the 19th and 20th centuries.

### *Cartier X DFS Santos de Cartier*

Mr. Deng wears a Santos de Cartier watch from the collection in the film, showcasing it in various locales around San Francisco, including the iconic Golden Gate Bridge.

San Francisco was chosen as the locale for the video partly because of its connection to Chinese immigrants and partially for its spirit of innovation and technology that Cartier wishes to associate with the Santos de Cartier watch.

When it was invented in the early 1900s, the Santos de Cartier watch was at the forefront of then-current engineering technology. Now, Cartier is hoping to continue that association by filming the watch in San Francisco.

International appeal

Cartier recently recruited a new brand ambassador for its Santos de Cartier watches. American actor Jake Gyllenhaal is the new face of the watch, as of March.

While many of its peers frequently feature celebrity ambassadors in their marketing efforts, Cartier has typically shied away from star spokesmodels.

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" ([see story](#)).



*Mr. Chao in San Francisco. Image credit: Cartier*

For Mr. Gyllenhaal's first campaign with Cartier, the Richemont-owned house took inspiration from aviator Alberto Santos-Dumont, capturing his unceasing aspirations to fly. The resulting short film starring actor Jake Gyllenhaal aligns Cartier's watch with a sense of curiosity and adventure ([see story](#)).

This is just one of the many partnerships Cartier has established in recent months.

For example, the brand also recently began working with Mr Porter to launch a curated collection of watches on Mr Porter's online shop.

The collection will focus on several versions of the popular Santos de Cartier watch along with an exclusive strap available only through Mr Porter. The collaboration between the two marks Mr Porter's, and by extension, its parent company Yoox Net-A-Porter's, further ingratiation into the world of online luxury sales ([see story](#)).

With its latest collaboration with DFS, Cartier is also creating an international collection of watches, fusing its European style with Asian sensibilities thanks DFS. The accompanying short film set in the United States and featuring Mr. Deng cements the campaign's cross-border appeal.

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