

JEWELRY

## Cartier schemes on a new mindset in regards to Hollywood

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*Ocean's 8 releases June 8; Image credit: WarnerBro's.*

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By STAFF REPORTS

French jewelry house Cartier is aligning itself with a highly anticipated installment of a well-known movie franchise

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High stakes, high-fashion and a high fortune are all themes throughout the heist “Ocean’s” film franchise, which has its fourth movie coming out this summer. Cartier is to be the official jeweler of the film, according to a report from Women’s Wear Daily.

Heists and luxury

The “Ocean’s” film franchise is known for popularizing heist films across the world.

“Ocean’s 8” is set to premiere June 8 of this year. It has been 11 years since the debut of “Ocean’s 13,” the most recent movie in the collection.

While fans are excited to see the popular series return, it is also making headlines as it pivots from an all-male cast to an all-female cast, similarly to many other projects in Hollywood.

Starring Sandra Bullock and many other leading actresses, “Ocean’s 8” will be the latest Hollywood partnership in Cartier’s arsenal.

With a setting surrounding iconic fashion event the Met Gala, the latest film ties in well with the luxury brand.



*Cartier vault created for "Ocean's 8;" Image credit: Warner Bros. Entertainment Inc.*

But Cartier is not just taking a backseat sponsorship role with the film. It is providing a plot line as well, as Cartier designed the diamond the characters plan to steal.

The jeweler has stated that the necklace was designed for its 1930s creative director Jeanne Toussaint. Based off an original design by Jacque Cartier in 1931, the new piece took eight weeks to make.

"As a maison, and throughout our history, we cherish our collaborations that bring visionaries together to celebrate individuality, diversity and empower bold and fearless women," said Arnaud Carrez, international marketing and communications director at Cartier, to WWD.

Cartier has recently been aligning more with Hollywood. For instance, the jeweler named American actor Jake Gyllenhaal the new face of its Santos de Cartier timepiece.

A film advertisement starring Mr. Gyllenhaal broke this spring. While many of its peers frequently feature celebrity ambassadors in their marketing efforts, Cartier has typically shied away from star spokesmodels, but its investment in Hollywood seems to say this mindset is changing ([see more](#)).

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