

JEWELRY

Cartier showcases collection's "delicate rebellion" in daring campaign

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Cartier's Juste un Clou line has been given a slimmer look. Image credit: Cartier

By SARAH JONES

French jeweler Cartier is celebrating the rebellious attitude of a classic design in a campaign that speaks to freedom and adventure.

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In the latest push for its Juste un Clou line, Cartier is translating the spirit of the nailhead-shaped bracelet by showing models speeding off on a motorcycle or taking a leap into open water. When originally introduced in the 1970s, the line broke boundaries with its unisex design, a history that is reflected in Cartier's modern marketing for the collection.

Cartier was reached for comment.

Free spirits

Cartier is releasing a new, slimmer version of the Juste un Clou bracelet, which is available in yellow or pink gold. These are being added to the existing line of bracelets, earrings, necklaces and rings in yellow, pink or white gold.

Promoting the launch, Cartier has created a new campaign film for Juste un Clou.

The short opens as a man and woman speed across an open piece of concrete in a convertible. As he drives, she is seen throwing her hands in the air or leaning towards the window of the car in excitement.

In another clip, a woman struts across a garage, swinging a shoulder bag from her hand. She dons a helmet and aviator sunglasses before getting onto a motorcycle and hitting the open road.

Another scene shows a couple dancing atop a bridge, continuing the idea of movement.

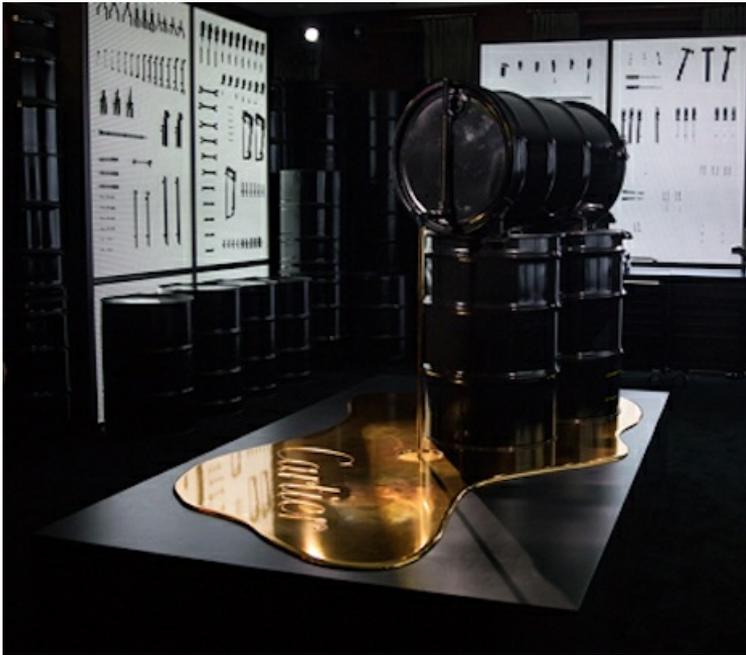
Later, the couple from the car meets up with a friend. As the trio is sitting on a wall overlooking a body of water, the man suddenly performs a flip, diving impulsively into the water.

Cartier's film also follows a woman in a glittering pantsuit as she enters a party, greeting friends and striking poses.

Cartier's Juste un Clou Slim campaign

The one-minute-long video campaign is being shared as shorter clips on Instagram. It is also running in its full length on Instagram's IGTV video platform and the brand's Web site.

Along with the digital campaign, Cartier is bringing the feeling of *Juste un Clou* to its New York flagship store on Fifth Avenue. Here, an installation by New York artist Desi Santiago dubbed the Precious Garage showcases the intersection of mechanics and jewelry.



Cartier's Precious Garage. Image credit: Cartier

Precious Garage will be up on the third floor of the maison until Sept. 26. Cartier will also be taking the installation on the road, asking consumers to [#FollowTheClou](#) on Instagram to find out where it will be next.

Cinematic strategy

Cartier uses film to create an emotion surrounding its jewelry and timepieces.

For instance, the Richemont-owned jeweler let ideas take off in a cinematic campaign that leaned on celebrity.

To promote its Santos de Cartier timepiece, the 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](#)).

Cartier also looked to Hollywood for a retro-themed campaign that brought back the 1980s along with its watch, an icon from the decade.

Oscar winner and 2017 Best Director at the Cannes International Film Festival, Sofia Coppola, directed Cartier's advertisement in which the eighties decade is rampant. The ad brings back the Panthre de Cartier watch, which was discontinued by the jeweler, but recently reintroduced citing consumer demand ([see story](#)).