

FRAGRANCE AND PERSONAL CARE

Cartier Carat debuts in experiential pop-up

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Cartier shows off its Carat fragrance. Image credit: Cartier

By STAFF REPORTS

French jeweler Cartier is hosting its first perfume pop-up shop to celebrate a new fragrance launch.

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Mathilde Laurent, the brand's perfumer, has joined the pop-up being held during the month of October. Located in New York on Wooster Street, the pop-up celebrates the launch of the Cartier Carat fragrance.

Cartier Carat

The shop in Soho first opened on Sept. 26 and will run until Nov. 4. It is open every day to the public from 11 a.m. to 7 p.m.

Cartier has incorporated all five senses, including smell, touch, taste, sight and hearing, into its shop.

Fragrance Fountains, the Mantra Wall, the Olfactory Red Boxes and Pasha Men's Grooming demos will all be included in the pop-up.

Each weekend the location features a variety of workshops such as a flower making workshop, bottle engraving and scented meditation. Guests can register for the events on Eventbrite, or walk-in on a first-come first-serve basis.



The Mille Facettes immersive experience. Image credit: Cartier

It also includes a chance for participants to enter to win a Cartier Diamant Leger Necklace and VIP shopping experience at the Cartier Fifth Avenue Mansion in New York.

Cartier has previously created temporary experiences around its perfumes. The French jeweler also dreamt up an olfactory journey to promote the maison's fragrance offerings.

From Oct. 20-23 last year, 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 Ms. Laurent ([see story](#)).