

WATCHES AND JEWELRY

## Cartier's Valrie Nowak: Luxury Woman to Watch 2019

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Valerie Nowak

By STAFF REPORTS

*Luxury Daily* annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Valrie Nowak, international communications director for media, digital and PR, **Cartier**, Paris

"An important issue is how to remain desirable and at the same time inclusive and open to new generations, while preserving the essence of luxury such as excellence, rarity, sophistication"

What do you most like about your job?

Be part of one of the most beautiful luxury maisons in the world with a truly unique heritage, timeless and yet modern.

Understand the evolution of society, its new trends and new clients and audience habits.

Think and act. Be strategic and operational at the same time.

Do my best efforts to support my team in growing and experience our work at Cartier as a joint adventure.

What is the biggest challenge in your work?

Manage the transformation and the revitalization of the maison in communication, remaining faithful to Cartier's DNA, singularity and elegance.

Be contemporary and able to speak to large audiences, while not falling for fashionable trends.

Express the richness of Cartier universe beyond product launches and surprise our audiences.

Articulate consistency and localization to develop a relevant and exciting vision of Cartier all over the world.

What is your work priority for 2019?

Pursue innovation in our communication action plans by developing breakthrough initiatives.

Develop a communication strategy that combines physical and digital experiences.

Enrich the Cartier community of friends of the maison and develop meaningful projects with them.

What is your proudest achievement in luxury?

I would mention three achievements.

The launch of Black Opium, a YSL Beauty fragrance which has been a great success worldwide and a major step in the rejuvenation of the brand.

Having been deputy general manager of the L'Oral Corporate Foundation which has created meaningful projects such as For Women in Science, along with key initiatives around beauty as a contribution to rebuilding confidence.

Having been part of the success of the Panthre watch relaunch when I joined Cartier 18 months ago, because, to me, this relaunch encapsulates what Cartier stands for: audacity, sophistication and timelessness.

How do you see luxury evolving in 2019?

We will see more and more complexity in the luxury field, with various aspirational models and some questions about the luxury cycles.

An important issue is how to remain desirable and at the same time inclusive and open to new generations, while preserving the essence of luxury such as excellence, rarity, sophistication.

Obviously, digital will continue to disrupt luxury and create new ways to interact with our audiences and clients.

More and more, luxury brands will develop their narrative power, becoming media and interacting with an evolving media landscape.

Luxury will be more and more about emotion and culture.

[Please click here to see the entire Luxury Women to Watch 2019 list](#)