

JEWELRY

Cartier reboots its London boutique with modern strategy

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Cartier's new Bond Street location in London. Image credit: Cartier

By STAFF REPORTS

French jeweler Cartier is one of the latest luxury brands to revamp its flagship for new vision of bricks-and-mortar retail.

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The jeweler has reopened its iconic store on Bond Street in London after an extensive nine-month renovation. The space is meant to convey a feeling of being at home, with decor designed around a luxury home.

New retail

Cartier has kept many historical aspects of the building in place to keep up its heritage, and has even reinstated some. The boutique's entrance on Albemarle Street will now be in the same place it was in the 1920s, featuring historic marble and an engraving of the Cartier name that has been there since its opening.

However, the new design does not just focus on the old, but also incorporates modern elements as well including a light installation by Studio Drift.

To up the ante of its customer service options, Cartier has provided a variety of private salons with lush couches, archival collection spaces and a personalization area.

Cartier's most loyal customers will also have access to a special floor it has dubbed, La Residence, which includes a bar, kitchen, dining room and lounge area.



Cartier's new store focuses on new experiences. Image credit: Cartier

"We want to have lots of activities in our flagships and it requires a new way of thinking about retail. It's about building a community and we have recruited people to specifically manage these activities. The team has been enlarged quite significantly in that regard," said Laurent Feniou, managing director of Cartier U.K., in an interview with *Women's Wear Daily*. "The ultimate flagship can play the role of a space where things are happening and they're inspiring an audience from different parts of the world."

Luxury brands and retailers alike are clambering to shift their in-store retail strategies as consumers continue to look for experiential shopping and mass marketers up their game.

French jeweler Boucheron also announced plans to reopen its renovated flagship in Paris, with a very similar strategy to Cartier's new London boutique.

The jeweler plans to reopen its location in Place Vendôme in Paris, featuring its new winter garden. One of the more attention-grabbing aspects of the 20,000-square-foot space is a special apartment designated for VIP clients, which allows for overnight stays ([see story](#)).