

JEWELRY

KOLs tapped for Cartier pop-up promotion

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KOLs visited Cartier's Ginza pop-up. Image courtesy of Boluomi

By STAFF REPORTS

French jeweler Cartier is gaining a multinational presence for Lunar New Year with a blogger content campaign that spanned China and Japan.

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Chinese multi-channel network Boluomi worked with Japan's Tohoki to produce a segment for Shanghai City TV's Style Today surrounding Cartier's Tokyo pop-up. The Jan. 17 "Reporting the Local Style of Japan" program was broadcast live online in both Japan and China and generated millions of impressions for the brand.

Cartier on camera

Cartier is hosting a pop-up in Tokyo's Ginza neighborhood for Chinese New Year. Up from Jan. 30, the pop-up will be open until Feb. 12.

The store is primarily centered on its Guirlande de Cartier handbag collection. Motifs of the brand's iconic red boxes and Ferris wheels decorate the temporary boutique.



Cartier's Ginza pop-up. Image courtesy of Boluomi

During the program, KOLs visited the store to explore the Cartier brand DNA as well as Japanese style.

According to data from Agoda, Tokyo is the second most popular destination for travel during the 2019 Lunar New Year.

As Lunar New Year approaches, luxury labels are leaning in to the Chinese zodiac with products and marketing starring pigs.

Looking to help Chinese consumers enter the new year with a lucky symbol, everything from watches to handbags have been embellished with swine characters. Chinese New Year, which falls on Feb. 5 this year, is an increasingly global holiday as travelers venture abroad and Chinese immigrants celebrate at home ([see story](#)).

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