

JEWELRY

## Cartier flaunts dual-sided jewelry in multifaceted marketing

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*Clash de Cartier campaign. Image credit: Cartier*

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By STAFF REPORTS

French jeweler Cartier is showing that there are multiple sides to women in a campaign for its latest line.

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Clash de Cartier brings together the house's stud, bead and clous carrs details for a collection of rings, bracelets, necklaces and earrings. Reaching out to a younger clientele, the brand tapped a millennial actress to front the Clash de Cartier launch.

### Two sides

Cartier chose British actress Kaya Scodelario as the face of Clash de Cartier. Ms. Scodelario is best known for her roles in the television show "Skins," The Maze Runner franchise and "Pirates of the Caribbean: Dead Men Tell No Tales."

In the campaign film for Cartier, the actress is shown taking on a number of roles, with varying degrees of edginess.

Set to "Dancing with Myself" by Billy Idol and Generation X, the film shows the spokesmodel donning a number of fashion and beauty looks while wearing pieces from Clash de Cartier.

For instance, she accents an eveningwear look with a classic red lip and a ring from the collection, while another look sees her in an exaggerated smoky eye and hoop earrings.

### *Clash de Cartier campaign*

Celebrating the launch, Cartier is hosting a series of performances, experiences and events in Paris this week.

The brand also tapped frequent fashion collaborator DJ Michel Gaubert to curate a Spotify playlist based on Clash de Cartier. The compilation includes "The Magnificent Seven" by The Clash and "Harley Dub" by Serge Gainsbourg.

A sense of independence is often present in Cartier's marketing.

Cartier recently celebrated the rebellious attitude of a classic design in a campaign that speaks to freedom and adventure.

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 ([see story](#)).

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