

JEWELRY

## Cartier talks Russian influence on its style in third chapter of L'Odysse de Cartier

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*Cartier: From Russia with love. Image credit: Cartier*

By STAFF REPORTS

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French jeweler Cartier has unveiled the third chapter of its L'Odysse de Cartier digital series dedicated to the maison's Russian influence.

In a film stretching two minutes and thirty-nine seconds, Cartier takes the view through time to tell stories big and small.

Royal courts, far-flung inspirations, fauna, iconic creations and legendary commissions are all part of the house's evolution.

Sparkling story

The film marks the opening of a new Cartier store in the heart of Moscow.

Russia has been acknowledged as one of the major stylistic influences present throughout the history of Cartier.

During his first journey there in 1904, **Louis Cartier** discovered a world of influences, from enamel work to folkloric headdress, hard stones with new color combinations. All of this reflected in the film.

A particular segment of interest is Cartier's use of the 197-carat sapphire that belonged to Czarina Maria Feodorovna and its 2015 integration into an extravagant concoction of what is now called the Romanov Bracelet.



*The 197-carat sapphire is now embedded in what is called the Romanov bracelet. Image credit: Cartier*

Also shown are the first designs using platinum as a material, leading to a revolution in jewelry design.

RICHEMONT-OWNED Cartier is one of the leading high-jewelry brands worldwide, competing with Van Cleef & Arpels, Graff and Tiffany & Co. in terms of market clout.

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