

JEWELRY

Cartier personifies panther to portray motif's "powerful allure"

January 13, 2020



Still from Cartier's Panthere film. Image credit: Cartier

By SARAH JONES

French jeweler Cartier is exploring a century-old motif through a film starring an international and multigenerational cast.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The house's "Panthere de Cartier" short finds the campaign's four faces portraying the power and allure that comes from Cartier's signature feline. Rather than putting the focus on the jewelry pieces the individuals are wearing, Cartier's effort instead chooses to center the spot on their magnetic charm courtesy of its designs.

"In the reintroduction of the Panthere design motif, Cartier checks all the expected boxes for a modern luxury campaign: it reaches both a younger and slightly more mature audience, it speaks to a global audience and reinforces ownable brand elements Cartier red is used with good impact throughout the film and promotes new brand products and offerings," said Daymon Bruck, chief creative officer and partner of [The O Group](#), New York.

"This campaign film definitely communicates a sense of individual power and achievement," he said. "The actors all portray a strong sense of purposeful direction usually upward and a determination of spirit in every shot."

Mr. Bruck is not affiliated with Cartier, but agreed to comment as an industry expert. [Cartier](#) was reached for comment.

Feline following

Cartier's film stars Italian model Mariacarla Boscono, British actress Ella Balinska, Taiwanese actor Chang Chen and British actress Annabelle Wallis.

Aside from spanning multiple nationalities, the campaign cast ranges in age from 23 to 43.

The film opens as Ms. Boscono walks through a sea of businessmen in grey and black suits. Standing out among the crowd, she dons a crimson dress.

Red attire also helps Ms. Wallis differentiate herself in a bustling city crosswalk. The actress appears in an aerial shot in which she stands still looking up at the sky while others move around her to cross the street.

Mr. Chang also wears a red shirt with his suit, nodding to Cartier's branding.

Differentiated from the other scarlet wardrobes, Ms. Ballinska is depicted floating in a pool in a white dress.

In the different vignettes, the characters appear moved to climb. A series of shots shows each of them ascending different staircases.

Eventually the four faces reach the open sky. Mr. Chang finally ascends to a series of rooftops, while Ms. Ballinska leans on a glass balcony of a modern house overlooking the water.

Panthere de Cartier

Ms. Boscono walks across construction beams, with her dress billowing in the wind.

Cat concepts

The panther was first introduced as part of Cartier's bestiary in 1914. Since then, the panther has inspired both jewelry designs and the brand's marketing.

In 2015, Cartier teamed with British retailer Harrods to introduce a tome dedicated to the maison and its Panthere designs.

Published by publishing house Assouline, "Panthere" retraces Cartier's most iconic design symbol over the last century through a contextual telling using images within the book and exclusive events hosted by Harrods.

Partnering with a retailer elevated awareness for the book and gave enthusiasts a hands-on experience focusing on Cartier's Panthere designs ([see story](#)).

Cartier previously highlighted its Panthere collection through a social video with a live panther browsing the themed jewelry.

The use of a panther in the video pushed the animal past the space of being just a motif of Cartier and made the elegant and predatory animal an icon of the brand and its products. By circling this campaign back to the brand's symbol, Cartier refocused consumers' perspectives on the brand ([see story](#)).

"While this conceptual direction is mostly positive from a branding point of view, there seems to be a lack of deeper meaning or current relevancy to Cartier's reintroduction of this classic design motif," Mr. Bruck said.

"The panther is a powerful and striking animal, and how this creature fits into a modern luxury landscape is an interesting question," he said. "I'm not sure this campaign went far enough to answer this and possibly connect with what luxury consumers are looking for today: something that reaches below the surface."