

JEWELRY

Cartier challenges consumers to love with romance road trip

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Cartier's How Far Would You Go For Love depicts one relationship over the years. Image courtesy of Cartier

By SARAH JONES

French jeweler Cartier is taking its jewelry on a literal journey of love that spans decades, communicating its role in celebrating romance.

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The lovers in Cartier's "How Far Would You Go For Love" film take viewers on an emotional rollercoaster through highs and lows of the relationship. Cartier's passionate representation of love differentiates it from jewelers who tend towards solely positive depictions of the romantic experience, possibly helping it connect with consumers who favor authenticity and desire realism in their marketing.

"Love isn't linear. It doesn't stay in one state. It ebbs and flows through an intimate dance between two individuals across time and space," said Lauren Bates, senior storyteller at [Blue Moon Digital](#), Denver, CO. "I think that Cartier chose to show a couple on a literal journey because that is what love is. A journey. A journey that two people enter with full hearts and starry eyes. The car is the very literal vehicle of that journey, which is another relatable element used in the short.

"Love doesn't know time, it doesn't know distance, love is unconditional. The unconditional part comes through as an underlying theme in this short," she said. "For so long brands have been pushing the narrative of 'true love' being a fantasy, all rainbows and butterflies with sunshine every day. But it isn't that way at all. And consumers know that.

"We are all human, we are all flawed, and we all have our own perceptions. Love is taking all those pieces and loving someone anyway. Not in spite of differences or arguments, but through them."

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

Love story

How Far Would You Go For Love was a concept launched 10 years ago by Cartier, as the jeweler sought to challenge consumers to seek out the adventure of love.

"Throughout its history, Cartier has always expressed love with intensity, through powerful, bold creations holding

great symbolic value," said Arnaud Carrez, international marketing and communications director at Cartier International, in a statement. "Carrying a strong message, Cartier's jewelry celebrates each story as the greatest of adventures.

"Nothing defines this vision of love and passion better than the question 'How far would you go for love,' which Cartier asks once again, 10 years after its creation, with its latest campaign," he said.

Cartier's latest film uses a car as the centerpiece, using it as a metaphor for the road and the twists and turns that lovers take throughout their relationships. Many of the scenes take place in the car's interior, showing the closeness and intimacy between the two.

The narrative, directed by Cedric Klapisch, is told entirely through visual cues, with no dialogue.

At the start, the pair are young, as they are shown in close-up making out in a parked car.

Viewers then see the couple on an open road. As the man drives, the woman adventurously leans the top of her body out of the passenger side window, feeling the wind.

Further footage shows the woman driving while seated on her partner's lap or resting her head on his shoulder while he is behind the wheel.

Breaking up the sense of playful young love, the duo gets into a fight, causing the woman to get out of the car and walk away.

However, Cartier shows that they come back to each other. One scene shows the man casually slipping his girlfriend a red Cartier box, which contains an engagement ring.

Later into their lives, the pair is shown to be comfortable in each other's company. For instance, one moment finds the man lovingly looking back at his wife as she rests in the back seat.

The lovers are also shown at an even later stage of their lives, as they stand outside of a car.



Cartier's film spans decades. Image courtesy of Cartier

Cartier jewelry plays a role in the film, as the actors are seen wearing pieces including the Love bracelet and watches. But the product is a secondary character, putting the focus instead on emotion and storytelling.

"Focusing on the characters instead of the products is brilliant," Ms. Bates said. "Of course, you are watching an ad. But it doesn't feel that way. You are invested in this couple's journey and you can relate to them. You don't feel like you are being sold to, and that is key.

"The engagement ring is probably the product that stands out the most," she said. "But there are several beautifully placed products throughout, each being featured in an organic way. His watch or her bracelet when they are holding hands or simply just being lovers in love.

"Using this kind of product placement creates intrigue through mystery. Like, 'Wait, I only got a glimpse of that sapphire looking ring in the last few frames.'" So, what's a girl to do? Head to the Web site, of course."

Cartier's How Far Would You Go For Love

Narrative ads

Cartier recently explored a century-old motif through a film starring an international and multigenerational cast.

The house's "Panthre 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 ([see story](#)).

Cartier continued its pursuit to gain footing with millennial consumers in an effort dedicated to engagements.

"The Proposal" series told the love stories leading up to the big question, offering heartfelt insights into the protagonists' romantic relationships. The millennial demographic is not marrying at the same rate as older generations, a trend that has proved problematic for the jewelry sector, which counts heavily on milestone occasions such as an engagement ([see story](#)).

"Storytelling is a huge part of connecting with today's consumers," Ms. Bates said. "Stories, or storytelling, has the ability to unite people. This 'art of selling' has passed.

"Brands need to be able to harness this connection and leverage their power of bringing people together. It doesn't have to be in the literal, physical sense," she said. "But more so to bring people together by creating that feeling of understanding, a human connection.

"And let's not second guess consumers either. They are more knowledgeable than ever before. This is the age of authentic connections and seamless interactions. Cartier has really captured authenticity through the couple's vulnerability in this short. It's this connection to the audience that reminds us we are all human."

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