

JEWELRY

Cartier pitches in with message of solidarity on Instagram

April 8, 2020



Cartier has offered a message of solidarity as consumers worldwide are told to stay indoors as authorities try to curb the spread of the COVID-19 coronavirus. The Cartier message is creative in its mix of merchandise that reflects the real thing. Image credit: Cartier

By LUXURY DAILY NEWS SERVICE

While Swiss luxury giant Richemont and its brands have been strangely silent on social media and email over COVID-19 contributions, Cartier has a few musings it has posted on its Instagram page.

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A series of three postings starting four days ago is meant to demonstrate the Richemont-owned French jeweler's concern for consumers with a message of solidarity. Each message is accompanied by eye-catching imagery of **Cartier** jewelry and the panther mascot, matching the flora and fauna.

"Cartier has always been guided by strong ideas," Cartier posted April 4. "We continue to believe in and cherish our communities now more than ever. We are truly inspired by the demonstration of solidarity between people and nations coming together during these uncertain times. Stay safe. We wish you and your loved ones well."

The message was followed by the #stayhome and #cartier hashtags.



Cartier brooches and pins that reflect a real bird and ferns in a greenhouse setting. Image credit: Cartier

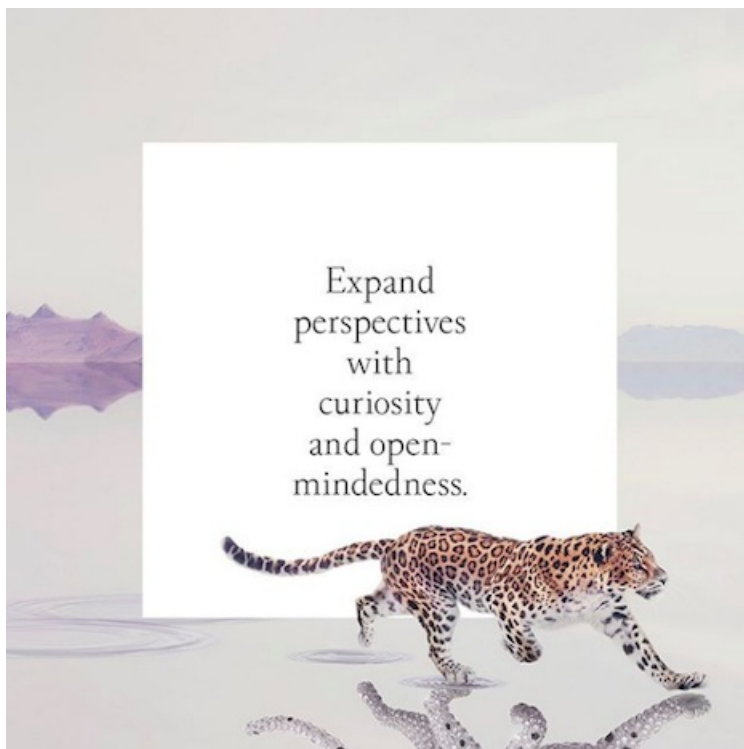
Another message was posted three days ago.

"Cartier has always been guided by strong ideas. We are truly inspired by the demonstration of solidarity between people, communities and nations coming together during these uncertain times.

"As the world takes a pause, we hope our feed continues to inspire, enchant and keep us connected.

"Stay safe. We wish you and your loved ones well."

A third posting two days ago repeated the second message.



Cartier's panther is a diamond-studded reflection of the real thing. Image credit: Cartier

One follower, [@tatadikhanova](#), cheekily asked after the last Cartier posting: "What is about discount for online-shopping?"

To which [@cartier](#) replied:

"[@tatadikhanova](#) Good afternoon. The creations of our Maison represent a unique savoir-faire and for this reason

we do not offer any form of discount. We wish you a lovely day."

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