

WATCHES AND JEWELRY

Cartier turns to China, South Korea for upgraded Pasha de Cartier watch launch

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By LUXURY DAILY NEWS SERVICE

French jeweler Cartier will put Asia to the test with the relaunch of its Pasha de Cartier watch in China and South Korea this month, followed by a global debut elsewhere in September.

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The Richemont-owned company's decision to use China as a testing ground for new product is not unique, but simply acknowledges the clout of the Chinese affluent and aspiring consumer base to buy luxury brands with heritage and glamour.

Telling time

The Pasha de Cartier was first introduced in 1985. It is a bold watch with an equally assertive design: a square in the circle of its dial, four bold and oversized Arabic numerals, a chained crown and a bracelet accentuated by the clous de Paris.

Cartier has put considerable marketing muscle behind the redo of the Pasha de Cartier.

The brand shot a campaign with five actors and influencers Rami Malek, Troye Sivan, Willow Smith, Maisie Williams and Jackson Wang who serve as role models for leading with passion.

"A community of personalities fostering open-mindedness, connection and self-expression ... five creators that embody the spirit of Pasha de Cartier," Cartier said in a statement.

This cast of characters spans ages 19 to 39, mirroring Cartier's millennial target audience in China that is now among the largest consumers of luxury goods and services in that market.

The jeweler has shot a common film with the five actors sharing thoughts on creativity and achievement, complemented by shorts featuring each model.

Craig McDean shot the images for Cartier. The films were shot in New York in January.

Campaign imagery started hitting Chinese social media channels this week, followed by a similar push mid-month in South Korea.

Sino times

As the United States continues to grapple with COVID-19 and Europe begins its phased return to normality, China and South Korea are left standing as the two markets that bounced back relatively quickly from the coronavirus pandemic.

But China has been gaining in stature even prior to COVID-19's spread from the central Chinese city of Wuhan to the rest of the world.

In January, four years after launching its Chinese ecommerce Web site, Cartier was emboldened enough to debut its official online flagship boutique on Alibaba Group's Tmall Luxury Pavilion.

The Tmall boutique now offers Cartier collections comprising jewelry, watches and accessories. Two curated pre-launch collections will be offered worldwide on Tmall: the new Juste un Clou small model bracelet with diamonds and the new Guirlande chain wallet bag ([see story](#)).

"Given the increasingly complex ecommerce landscape in China, this strategic launch will provide significant opportunities for Cartier to embrace China's fast-moving retail environment in order to further strengthen our commitment to our Chinese clients," said Cyrille Vigneron, president/CEO of Cartier International, in a statement at the time.

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