

JEWELRY

Cartier reintroduces Pasha de Cartier with celebrities in the making

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Rami Malek for Pasha de Cartier. Image credit: Cartier

By SARAH RAMIREZ

French jeweler Cartier is relaunching a classic timepiece with the help of a new generation of icons in the making.

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First introduced in 1985, the Pasha de Cartier's bold design is popular among both men and women. To present the watch to a new and younger audience, Cartier enlisted five actors and musicians from around the globe.

"The quintessentially designed Cartier collection relaunch is capturing the intersection of their brand ambassadors' personal values and today's zeitgeist," said Chris Ramey, founder/CEO of Affluent Insights.

Pasha de Cartier

The Richemont-owned jeweler first teased the campaign this summer, to coincide with the new Pasha de Cartier debuting in China and South Korea. As the watch makes its global launch, the full campaign is being unveiled ([see story](#)).

The campaign stars Rami Malek, Troye Sivan, Willow Smith, Maisie Williams and Jackson Wang. They appear in separate interviews, filmed in black-and-white, with select scenes edited together for a longer film.

"Although not their opening price point, the Pasha de Cartier collection is not expensive," Mr. Ramey said. "The celebrities relate well to Cartier's younger affluent prospects who can be meaningful for decades."

Jackson Wang talks to Cartier about making it big time

In each of the "Pasha Community Interviews," the stars discuss how they have embodied the bold and ambitious spirit of the watch in their careers.

"If you feel confident in yourself and every day you're aspiring to be exactly who you want to be, that to me is making it," says Mr. Malek, an Academy Award-winning actor.

The actors also share what it means to "make it big time" and how younger generations have the power to change the world.

"I'm always trying to use my voice for good," explains Ms. Williams, an actress.

"You always have to bite off more than you can chew to evolve as a person, and especially an artist," said Ms. Smith, a singer and songwriter. "Making it big time means exploring all avenues, having a message that a lot of people can feel inspired by."

Cartier recruited actors and singers from across the world for its Pasha de Cartier campaign

The complete campaign film shows the stars speaking directly to the camera. They are dressed in elegant black and white clothing, letting the Pasha de Cartier shine. The watch is also shown in colorful close up shots.

Cartier also enlisted Craig McDean to photograph the campaign, which includes black-and-white and color stills.

"The ads communicate youthful and optimistic values that will drive demand for the brand," Mr. Ramey said.

"Cartier, like all luxury brands, understands they're selling something far more meaningful than a tangible object."

Faces of Cartier

Cartier is no stranger to enlisting celebrities and influencers for watch campaigns, sometimes even behind the camera.

In 2017, Cartier tapped Academy Award-winning director Sofia Coppola for the relaunch of the Panthre de Cartier watch. Originally released in 1983, Cartier ceased production of the timepiece in 2004, but consumer demand has lead the Richemont-owned jeweler to return the watch to market ([see story](#)).

The following year, Cartier partnered with DFS for an exclusive collection of Santos de Cartier watches. The jeweler created a new advertising campaign featuring Chinese artist Deng Chao to promote the collection ([see story](#)).

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