

WATCHES AND JEWELRY

Cartier names Cond Nast alumna as first diversity executive

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Erica Lovett is the first head of diversity and inclusion at Cartier North America. Image credit: Cartier

By LUXURY DAILY NEWS SERVICE

French jeweler Cartier has appointed Cond Nast alumna Erica Lovett as its first head of diversity and inclusion for North America.

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Ms. Lovett joins Cartier after serving as director for diversity and inclusion at the magazine publisher and will report directly to Mercedes Abramo, president/CEO of Cartier North America. While known for exclusive goods and services, luxury brands are making efforts to make workplaces more inclusive and diverse.

Diversity at Cartier

Ms. Lovett first joined Cond Nast in 2016 as a diversity program manager. Prior to joining the publisher, she worked in human resources at Lord & Taylor and Rent the Runway.

"Erica will be working closely with me, the executive committee and our human resources team to develop and implement a diversity and inclusion roadmap for Cartier North America that results in real, meaningful impact," Ms. Abramo told *Women's Wear Daily*. "This plan will include strategies that touch on four key areas company culture, recruitment and retention, employee engagement and partnerships.

"The past six months during which time we've faced a global pandemic and an urgent uprising against racial injustice have created a new environment in which we are all operating," she said. "With this, we knew we had to take a step back, to further engage and listen to our employees, partners and clients, and take a hard look at what we, as a maison, could be doing better."

Ms. Lovett will work to build a more inclusive company culture at Cartier, including retaining and supporting diverse talent.

This summer, luxury brands across sectors took a stand to support Black Lives Matter and promised to ensure equality in their companies. Hiring an officer dedicated to monitoring and enforcing equality and diversity in practice can help meet those objectives beyond tokenism.

From ensuring equal hiring practices and equal pay to establishing the culture of the workplace and the tone of

outward messaging and marketing, these executives can help the CEO establish a diverse and open brand that is welcoming to all ([see story](#)).

"The creation of this new position is a clear indication of the importance Cartier has placed on its commitment to building a more inclusive culture, and I look forward to working across the company to ensure we are living up to this promise," Ms. Lovett said to WWD. "Mercedes has empowered me to advocate for real change within Cartier, and I am excited to bring my past experiences to this role and create meaningful, long-term transformations with a maison whose heritage, mission and values are aligned in providing a welcoming and empowering experience to all."

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