

JEWELRY AND WATCHES

Cartier highlights high jewelry collection in boutique installation

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The Light and Shadow installation at the Cartier boutique in Macau runs through January. Image courtesy of Cartier Travel Retail

By LUXURY DAILY NEWS SERVICE

French jeweler **Cartier** is partnering with duty-free luxury retailer DFS Group to present an immersive experience at its Macau flagship.

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Located at Macau's Shoppes at Four Seasons, the "Into Light and Shadow" installation plays with the motif of the Cartier panther. As normalcy returns to Asia after lockdowns, luxury brands continue to emphasize unique in-store experiences to draw shoppers.

"Creativity, innovation and exceptional quality are the hallmarks of our long history with Cartier, and this latest collaboration truly brings these qualities to life," said Matthew Green, senior vice president of watches and jewelry at **DFS Group**, in a statement. "We look forward to welcoming travelers back to Macau and to the Cartier boutique this season for an exceptional, festive experience."

Light and shadow

Cartier tapped contemporary artist Pauline Yau of Hong Kong to craft the installation, which runs through January.

The installation features semi-transparent gemstone figures hanging from the ceiling and swirling clouds made of paper ribbons with a Panther pattern. With a white, gold, silver and mother-of-pearl color scheme, the art is meant to highlight the high-end collection of Cartier jewelry, which has more than 90 exclusive pieces.



Hong Kong artist Pauline Yau created the art installation for Cartier. Image courtesy of Cartier Travel Retail

Cartier's boutique at T Galleria by DFS, Macau, Shoppes at Four Seasons reopened in February 2019 after a major renovation.

"At a time when Macau is welcoming more and more visitors back safely, this exhibition is a charming way to embrace our clients and immerse them once again in the uniqueness of Cartier's diamond and creative universe," said Virginie Martignac, global retail travel director at Cartier, in a statement.

In recent years, the city of Macau's ostentatious casinos and high-end stores have been attracting Chinese high rollers. Macau is well positioned for future growth because of the Chinese government's ambitious economic proposals ([see story](#)).