

JEWELRY

Cartier, Red Club support young entrepreneurs with new award

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The Red Club aims to shape the next generation of socially-conscious leaders. Image credit: Cartier

By LUXURY DAILY NEWS SERVICE

French jeweler Cartier is collaborating with one of its internal networks, the Red Club, to introduce a new prize for young entrepreneurs.

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The Young Leaders Award is a result of two years of discussion and reflection after the Red Club initiative, a community that connects global young entrepreneurs who have strong ties with Asia, was formed in 2019. The prize awards two laureates who are implementing a positive impact on society through their businesses.

Red Club x Cartier

The Red Club's vision is to shape the next generation of globally-minded and socially conscious leaders, with the mission of connecting young entrepreneurs with the same purpose and passion for making a difference.

The Young Leaders Award has been created for young entrepreneurs around the world who are between the ages of 25 and 35.

Launched in Spring 2019, Red Club officially kicks off its two-year celebration of building connections between young entrepreneurs from across the globe. <https://t.co/gqsdTmw4Xr>
pic.twitter.com/hI2H3Q9yNZ

Cartier (@Cartier) **May 19, 2021**

Two laureates who hold and represent and illustrate a sense of community and entrepreneurial passion will be selected. Those selected will have fostered visions within their companies that will ultimately make lasting changes at a social level.

The winners will receive an award of 50,000 euros each, or \$59,013 at current exchange, the possibility of joining the Red Club and the opportunity to participate in a mentoring program.

Calls for applications will begin in September.

Last year, Cartier launched a fund that reinforced the maison's commitment to protecting biodiversity. Cartier for Nature focuses on care for forest ecosystem restoration, "smart" solutions that preserve natural resources or curb carbon emissions and environmental emergencies and supports environmental and social responsibility ([see story](#)).

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