

ARTS AND ENTERTAINMENT

Cartier sponsors Venice Film Festival

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Cartier sponsors the 2021 Venice International Film Festival. Image credit: La Biennale di Venezia

By LUXURY DAILY NEWS SERVICE

French jeweler Cartier has partnered with La Biennale di Venezia to become the main sponsor of the Venice International Film Festival as they continue in supporting contemporary film.

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As part of this collaboration, Venice International Film Festival and Cartier will pay tribute to outstanding filmmakers through the Cartier Glory to the Filmmaker Award, dedicated to a personality who has made a particularly original contribution to the contemporary film industry. The award ceremony will take place in Lido di Venezia, celebrating talent, creativity and emotion.

Cartier and film

Art and culture have been intimately linked to the history of Cartier, and this new collaboration with the film event builds on the brand's commitments to preserve cultural heritage and support contemporary artistic creation.

The Venice International Film Festival will take place Sept. 1-11, 2021.



Red carpet at Palazzo del Cinema in Venice. Image credit: La Biennale di Venezia

Film and fashion seem to be intrinsically connected as many luxury brands use the artistic channel to connect with audiences on a global scale.

In 2019, Prada-owned Miu Miu debuted a documentary-style film featuring Brigitte Lacombe, showcasing conversations with the photographer and footage of her at work capturing shots of subjects she is closely connected to.

The film premiered at the Venice International Film Festival ([see story](#)).

Italian fashion house Gucci showcased its own collection and the work of emerging designers through a digital film festival in November 2020.

#GucciFest premiered several short films featuring new designers as well as the label's seven-part miniseries ([see story](#)).

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