

JEWELRY

Cartier taps Lily Collins as ambassador

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British-American actress Lily Collins for the Clash Unlimited collection. Image credit: Cartier

By LUXURY DAILY NEWS SERVICE

French jeweler Cartier has announced British-American actress Lily Collins as its newest brand ambassador and face of the new Clash [Un]limited capsule collection.

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In an Instagram post, the brand noted the actress embodies the creative duality of the collection through her free-spirited nature and authenticity. The collection includes new jewelry pieces as well as the Double C de Cartier bag.

"Being part of the Cartier family means joining a community of free-thinking individuals who demonstrate great strength of character," Ms. Collins said in a statement.

"What's more, Cartier is Paris, this certain idea of elegance, this French refinement, which the Clash [Un]limited jewelry and the Double C de Cartier bag embody with classic extravagance."

Lily in Cartier

A longtime friend of Cartier, Ms. Collins has demonstrated a sense of elegance and extravagance, most notably through her role in Emmy-nominated television program "Emily in Paris."



Ms. Collins plays Emily Cooper in the Netflix series. Image credit: Netflix

The series, which follows the life of a young American marketing professional who gets unexpectedly transferred to Paris, has a history with luxury product placements.

Italian lingerie label La Perla is mentioned in two episodes of the Netflix comedy, which was created by Darren Star.

Ms. Collins' character receives a black lingerie set from a client at the boutique luxury marketing firm where she works. When curious coworkers inquire about the identity of the gift-giver, she deflects and points out that La Perla has a famous reputation ([see story](#)).

The actress received her second Golden Globes nomination for her role in the romantic comedy.

Although Cartier has not yet disclosed information regarding potential product placement, it is worth keeping an eye on how luxury brands are looking to integrate themselves within pop culture.

Lily Collins for Cartier

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