

JEWELRY

## Cartier pushes boundaries of style, eccentricity with exhibition

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*Clash de Cartier exhibit in Los Angeles, California. Image credit: Cartier*

By NORA HOWE

French jeweler Cartier is striking the contradictory cords of edge and refinement with a new Los Angeles exhibition and campaign showcasing its Clash collection.

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To mark the opening of the exhibit, the brand invited some familiar faces to celebrate, including recently named brand ambassador Lily Collins ([see story](#)) and music producer Finneas, who designed the exhibition's specially curated soundscape. In tandem with the week-long exhibit, the brand released short films providing insight on what influenced and inspired the collection and event.

### Clash de Cartier

Born Finneas Baird O'Connell, but known professionally by his first name, Finneas has written and produced music for several artists, most notably his sister Billie Eilish, with whom he has won eight Grammy Awards.

For Cartier, the producer designed and created a custom soundscape, bringing a sensory element to the Clash de Cartier experience.

### *The music producer finds creative freedom by breaking the rules*

"I'm not afraid of contradicting myself," he admits in the film. "Themes of clash are how things from completely different backgrounds can interweave themselves and become one new creation.

"I like finding the rules," he said. "And then figuring out ways to break them."

In the film, Finneas explores his creative process and how the new Cartier collection inspired the unique soundtrack.

"You're aware that you like a song before you're aware of any of the reasons why," he said. "I've always adopted jewelry in the same way."

The exhibition opened August 25 and is open until Sept. 1, 2021. In addition to viewing the collection, guests may take a limited-edition cassette from Finneas.

In her first campaign as Cartier's newest ambassador, Ms. Collins defines what it means to push creative limits, how to defy conventions and what the Clash collection means to her.

*The actress breaks free of conventions by creating her own*

She describes the Clash collection as rebellious, loud and without any limit, noting its most surprising quality as its ability to push jewelry boundaries.

Other notable personalities in attendance at Cartier's opening of the exhibit included: music producer Benny Blanco; actor Dan Levy; actress and singer Dove Cameron; and entrepreneur and socialite Nicky Hilton Rothschild.

On the Red Carpet

Cartier continues to claim a space in the film and entertainment space with sponsorships and collaborations, aiming to support the creative industry while maintaining relationships with familiar faces.

Last month, the jeweler announced its partnership with La Biennale di Venezia to become the main sponsor of the Venice International Film Festival as they continue in supporting contemporary film.

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 ([see story](#)).

In September 2020, Cartier relaunched a classic timepiece with the help of a new generation of icons in the making.

First introduced in 1985, the Pasha de Cartier's bold design is popular among both men and women. To present the watch to a new and younger audience, Cartier enlisted five actors and musicians from around the globe: Rami Malek, Troye Sivan, Willow Smith, Maisie Williams and Jackson Wang ([see story](#)).

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