

JEWELRY

Cartier celebrates love in star-studded holiday film

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Cartier ambassadors including Jackson Wang, Lily Collins and Willow Smith appear in the new campaign. Image credit: Cartier

By KATIE TAMOLA

Richemont-owned French jeweler Cartier has enlisted its diverse cast of brand ambassadors to celebrate love in a joyful campaign filled with allusions to its brand heritage.

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In a new short film, the jeweler is tapping its famous friends ahead of the holiday season. The vignette is an effective invitation to consumers in urging them to love others, love themselves and love the Cartier brand.

"This isn't a shameless use of fake advertising couples typically seen; it is individuals of all backgrounds loving themselves and that is the greatest love of all," said Jamie Hobbs, senior account manager at [Red Rooster PR](#), Boca Raton, Florida.

"Cartier's 'A Celebration of Love' is exactly that: a celebration of love," she said. "And what better way to say I love me' than buying yourself an item from Cartier?"

Love, with the help of friends

The vignette opens with a cheery and booming soundtrack and the text overlay "Cartier celebrates," immediately establishing a special and festive feel.

Several friends of the house appear, strutting and joyfully dancing in different stunning rooms. Actress Maisie Williams sings from an ivory staircase, actress Lily Collins throws a large red ball at the camera and Troye Sivan pantomimes a phone call motion.

The new film features several Cartier ambassadors

All participants then begin singing along to Roger Glover and Eddie Hardin's "Love Is All," as pianist Khatia Buniatishvili spiritedly plays the melody.

Other friends of the jeweler featured in the film include Ella Balinska, Mariacarla Boscono, Monica Bellucci, Golshifteh Farahani, Mlanie Laurent, Willow Smith, Annabelle Wallis and Jackson Wang.

Dancing in different rooms and frolicking in different ways, every single cast member seems jubilant, exuding a

loving attitude towards themselves and towards all.

The jeweler thoughtfully selected this soundtrack with lyrics including "Everybody's got to live together" and "Love your neighbor like you love your brother" illustrating the celebratory and communal ethos of the campaign.

The cast begins to visit each other's rooms and dance, before they finally all break out and come together to share the stage. They finish the song as a chorus.

Each cast member traverses in stunning scarlet box-like settings, serving as an ode to Cartier's iconic packaging, and a reminder that Cartier jewels are a gift but the greatest gift of all is the entity of love, which the vignette is built around.

Stars talk with Cartier all about the perfect gift

To extend the campaign, Cartier has also released accompanying vignettes with questions for its cast about holiday gifts.

Love and ambassadors on the brain

Cartier has seemed to have love at the forefront of the brand for quite some time, with other jewelry brands following suit.

Luxury brands are continuously realizing that love never goes out of style.

In a push to reach new generations of affluent shoppers under the stewardship of French luxury group LVMH, U.S. jeweler Tiffany & Co. has increasingly emphasized romance in its marketing campaigns this year. Tiffany's current approach may bear a resemblance to Richemont-owned French jeweler Cartier's love-centric marketing of the past, but when it comes to jewelry, love never goes out of style and will forever be sought by consumers ([see story](#)).

Brands, like Cartier in its recent campaign, also continue to get by with a little help from their friends.

The world of brand ambassadors and celebrity partnerships is constantly evolving, with luxury labels relying on some of the world's most famous faces in acting, entertainment, sports and social media to extend their reach. Whether literally the star of a show or an influencer dominating Instagram, consumers continue to seek star power and authenticity from their ambassadors across the board ([see story](#)).

"What Cartier did well in this particular video was using familiar faces that we potential buyers could feel a connection with," Ms. Hobbs said. "Now, I associate Cartier with Willow Smith and Lily Collins, two women I undoubtedly love and respect.

"If these powerful women are willing to support Cartier, then I feel like I should be supporting them, too."