

JEWELRY

Cartier encourages brand immersion through interactive, digital narrative

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The cover of the Year of Cartier experience presents itself as a physical edition but is actually an extensive digital immersion. Image credit: Cartier

By NORA HOWE

French jewelry house Cartier is looking back on its accomplishments throughout 2021 in the third edition of its year-in-review digital publication.

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The "365: Year of Cartier" interactive experience includes four main chapters in which users are prompted to scroll to navigate through articles, videos, images and other media. Each chapter highlights milestones, initiatives and other campaigns the Richemont-owned brand achieved in 2021.

Year of Cartier

Upon reaching the digital cover of the immersive experience, audiences are greeted by a group of Cartier ambassadors, collaborators and friends of the house from musical artists Willow Smith and Troye Sivan to actors Maisie Williams to Lily Collins.

This same cast recently played a role in the maison's pre-holiday campaign urging audiences to love others, themselves and, of course, Cartier ([see story](#)).



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

As audiences scroll through the introduction, various chapters and articles, they may choose to dive further into a highlight.

For instance, in the first article, "A Year Marked By Renewal," of the first chapter, "In the Spotlight," Cartier offers a glimpse of how it innovated itself around the world from Geneva to Los Angeles.

If they choose to learn more about this renewal, audiences may click the "Read More" tab that brings them to a new page within the "Cartier 365" environment.

This provides more details on events from Clash [Un]limited by Cartier in Los Angeles ([see story](#)) to the Sixime Sens Par Cartier Collection gala at Lake Como.

Going further into chapters one and two of the digital publication, Cartier reflects on 2021's collections, collaborations and brand ambassadorships, such as American actress Lily Collins, who was tapped to represent Cartier in August ([see story](#)).

The third chapter, "Culture and Commitments," highlights Cartier's demonstrated devotion to sustainability, representation and culture. It is the largest chapter of the three-part experience.

Cartier placed an emphasis on supporting women in the industry in 2021, evidenced by its Women's Pavilion at Dubai's World Expo and the brand's Women's Initiative, which awarded eight female entrepreneurs the Cartier Women's Initiative Regional Awards and the Science and Technology Pioneer Award.

It also featured an article dedicated to women in design since the start of the 20th century.

The magazine serves as a digital retrospective

Beyond inclusion and representation, Cartier also included details and accomplishments of the Cartier for Nature fund as well as its 2022 agenda.

By designing the interface in a way that seems like one is traveling down an infinite path, the Year of Cartier experience almost literally pulls audiences into the content.

Digital stories

Well into the age of digital technology, a number of luxury brands and publications have traded in page flipping for scrolling when it comes to long-form content.

In honor of its founder's 200th birthday last year, French fashion house Louis Vuitton invited audiences to explore a digital world, leveraging enticing storytelling and graphics to share its brand history.

The brand's approach combined the exciting, eye-catching features of video games with immersive pieces of brand history. After an introduction at the "[Louis 200](#)" landing page, users navigate interactive boxes that illustrate a different aspect of brand history, including "[Louis: The Game](#)," a joyful opportunity to participate in a fantasy world while learning about the heart of the brand ([see story](#)).

Similarly, high-fashion magazine L'Officiel highlighted 100 years of fashion and meeting place of luxury, art and culture with a virtual museum and exhibition.

Opened in September 2021, [House of Dreams](#) is a multimedia experience celebrating L'Officiel's 100th anniversary by showcasing work from the magazine's archives, as well as galleries spotlighting brands like Dior, Valentino and Tiffany & Co.

Conceptualized, designed and executed by lili Studios in collaboration with L'Officiel's creative team and curator Stefano Tonchi, House of Dreams invites fashion connoisseurs to discover the industry's rich history through multimedia activations.

The museum, which is initially presenting 18 galleries, aims to build a community of passionate individuals by immersing them in a comprehensive environment dedicated to artists who have changed the world ([see story](#)).