

## JEWELRY

# Cartier leans on informative narrative in colorful campaign

February 8, 2022



*Cartier is highlighting its expertise as a jeweler. Image credit: Cartier*

By SARAH RAMIREZ

French jeweler Cartier is drawing a connection between creativity and craftsmanship in its “Savoir-Faire” campaign.

The Richemont-owned maison has resurrected the video series, which was originally introduced in early 2020. The series uses educational techniques, including a sophisticated French-accented narrator, to examine the expertise behind its high jewelry pieces.

“Luxury items and labels have typically been considered status symbols, however, campaigns similar to the Cartier Savoir-Faire campaign reiterate that luxury is about intricate custom detailing, innovation and true quality,” said Dalia Strum, founder of [Rethink Connect](#) and professor at [The Fashion Institute of Technology](#), New York.

“The message truly comes off as strong and thoughtful,” she said. “However, these educational campaigns could benefit from additional lifts around creatively sharing the message, tonality and additional elements of visual and contextual storytelling.”

Ms. Strum is not affiliated with Cartier, but agreed to comment as an industry expert.

## Cartier contradictions

Each video in the series delves into a different technique used at Cartier, leveraging close-up camera shots and a knowledgeable female narrator.

“For Cartier, what is most important in the word savoir-faire’ is the union of the two words,” the narrator says in the open of each episode.

*Cartier has new episodes of its Savoir-Faire series*

She then further elaborates on the characteristics that specific pieces illustrate, which may initially appear to be contradictions.

For instance, Cartier’s newest video discusses the Tutti Frutti style that was introduced in the 1920s. The narrator describes the style as “the link between technique and spontaneity,” inspired by techniques used in India.

The short employs vivid visuals, with completed pieces overlaid on footage of loose gemstones followed by a kaleidoscope effect. Close-ups of jewelers using tools such as tweezers underscore the delicate and precise nature of their artisanship.

Another recent “Savoir-Faire” video, “Art of Threading,” relies on similar aesthetics to showcase the Sixime Sens par Cartier collection.

Stop-motion is used to layout many individual emerald stones as the narrator explains how Cartier lapidaries evaluate color, diameter and thickness to group gemstones together. From there, the pieces are assembled with tiny metal bridges through threading.

After more than 2,700 hours of work, the result is the Alaxoa necklace.



*The Alaxoa necklace in a still from the campaign. Image credit: Cartier*

“Our savoir-faire is an eternal ebb-and-flow between our designers, our jewelers and our threaders, who unite the savoir’ with the faire,’ all with one fine line,” the narrator says.

Other topics Cartier has explored through the series include diamond pairing, colored gemstones and the iconic panther.

### **Educational efforts**

Cartier’s “Savoir Faire” series is one of many marketing campaigns from luxury brands that aim to educate consumers and control the narrative around their heritage or craftsmanship.

One of the most notable examples is the long-running series “Inside Chanel,” which debuted in 2012.

In the one of the most recent chapters, the French fashion label shined a light on its most iconic fragrance. As a part of its extensive effort of educating its consumers, Chanel took audiences through the history and influence of the N 5 fragrance ([see story](#)).

More recently, French beauty house Guerlain celebrated a commemorative lipstick collection by unveiling a three-part film campaign explaining the history behind each shade ([see story](#)).

Many of these campaigns, including Cartier’s, make similar stylistic choices, from blending archival footage with contemporary content and a familiar French-accented narrator.

“Educational strategies will never reach saturation because highly educated consumers will continuously maintain their thirst for knowledge,” Ms. Strum said. “However, the content disseminated needs to be thoughtful, supported with a strong story and, most importantly, conveyed in a short timeframe with ASMR-like styling to create a desire to continue consuming the content.

“There’s a reason we’re addicted to social media and those platforms are highly investing into educational content, such as #learnontiktok.”