

WATCHES AND JEWELRY

Cartier reunites with Jake Gyllenhaal to make it fly'

April 19, 2022



Jake Gyllenhaal is an ambassador for the Santos de Cartier watch. Image credit: Cartier

By SARAH RAMIREZ

French jeweler Cartier is embracing boldness with a new campaign starring American actor Jake Gyllenhaal.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Mr. Gyllenhaal, a Cartier ambassador since 2018 ([see story](#)), sits down with the jeweler to answer questions about his life philosophy. The actor is one of the faces for the Santos de Cartier watch, which was designed for Brazilian aviator Alberto Santos-Dumont more than a century ago.

Stroke of boldness

In the new Q&A video, Mr. Gyllenhaal speaks about his perspective on boldness. The actor wears a simple cream sweater and a new large model Santos de Cartier watch with a unique blue striated dial.

"More and more, I'm finding that boldness has to do with patience and listening," Mr. Gyllenhaal says. "At least, I speak for myself when I say that."

Jake Gyllenhaal speaks to Cartier about boldness

He encourages viewers to become bolder by facing their fears, and elaborates on his definition of success, attributing it to forming deep connections with his loved ones.

He is also asked for his interpretation of "make it fly," an allusion to the legacy of Mr. Santos-Dumont.

"It takes a lot of work, a lot of preparation and a great deal of time and focus and then, ultimately, once everything is prepared, you let go and you make it fly," Mr. Gyllenhaal says.

The actor concludes by explaining that boldness requires embracing uncertainty and surprising oneself and those around you.

Previously, Mr. Gyllenhaal appeared in a mysterious 2018 campaign film for the Santos de Cartier.

Jake Gyllenhaal in the 2018 Santos de Cartier campaign

Set to the haunting "Peaks" by Fyfe & Iskra Strings, the vignette begins with Mr. Gyllenhaal sitting in a quiet caf. A

glass of water begins to slide away from him on the table, the first sign that something is amiss.

Outside, the streets are filled with clouds of smoke as chairs and even a city taxicab begin to float away. The film cuts back to Mr. Gyllenhaal inside the caf as the skies darken, alternating the scene with shots of a silver plane flying above the clouds.

Mr. Gyllenhaal is also seen speeding on a motorcycle as night falls. The vignette ends with the actor also taking flight, floating precariously through the ominous clouds.

[View this post on Instagram](#)

A post shared by Cartier Official (@cartier)

Jake Gyllenhaal is an ambassador for both Cartier and Prada

Celebrating the aviation pioneer has been important to Cartier.

The jeweler also released an [informational video](#) that touches on Mr. Santos-Dumont's enduring legacy, as well as his connection to Cartier. In 1904, Louis Cartier created the first modern wristwatch for the aviator, allowing him to read time while in flight.

Lasting legacy

Honoring its storied past is an essential part of Cartier's marketing strategy.

In 2021, Cartier's digital properties highlighted the Santos, Tank, Panthere and Ballon Bleu watches as well as Love and Juste Un Clou bracelets and a Trinity three-banded ring. In its latest artistic twist on an educational campaign, Cartier focused on the details, shape and precision of its designs in a bid to highlight its timeless collections without reinventing itself ([see story](#)).

More recently, Cartier is drawing a connection between creativity and craftsmanship in its "Savoir-Faire" campaign.

The Richemont-owned maison 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 historic high jewelry pieces ([see story](#)).