

JEWELRY

Cartier showcases brand ethos, passion in new savoir-faire series

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A timepiece featuring work from Charles, a marquetry expert at Cartier. Image credit: Cartier

By KATIE TAMOLA

French jeweler Cartier is exploring how disparate meticulous work comes together to form one meaningful brand in its new Masters of Art series.

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The new series approaches three disparate realms of Cartier's work: glyptics, marquetry and jeweler. Although the work of the three professionals is vastly different, similar themes of teamwork, attention to detail and responsibility are clear.

"These Cartier Masters of Art videos are very powerful and offer consumers a rare look inside the high art and spectacularly skilled craft of jewelry making at one of the pre-eminent maisons in the world," said Marty Hurwitz, CEO of [The MVEye](#), Austin. "The videos also humanize the artists and reveal the intricacies of their work and the micro-level attention to detail that is required to create the jewelry of Cartier.

"Each of these videos highlights the years of experience the artists have achieved and the wisdom they have acquired," he said. "And each is a team player, working in close contact with their colleagues to jointly complete the finished work."

Meticulous mastery

The new series highlights Cartier's presence at Homo Faber in Venice, an event showcasing craftsmanship from several designers, curators and luxury brands from Europe and Japan.

In Cartier Masters of Art: Glyptician, Philippe Nicholas is introduced. A glyptician is a gem cutter.

The video begins with Mr. Nicholas holding raw materials, as he discusses his unique work and how specialization is embedded in the jewelry's DNA in a voiceover.

Mr. Nicholas says jewelry making is a collective effort.

The video continues with the glyptician meticulously carving the gems, explaining that he has worked at Cartier for 11 years and that in order to succeed in this profession one must be selfless, authentic and humble when working

with materials.

He finishes his vignette by touching on the importance of teamwork.

"You have to understand that jewelry making is a collective effort," he says.

Next, Cartier marquetry expert Charles is introduced. Marquetry is decorative work where elaborate patterns are formed through the insertion of pieces of material into a wood veneer that is then applied to a surface.

The expert is hard at work at a machine, as his voiceover explains that in his field, they must seek out a fiber that interests them from 500 pieces of wood. That special selection of just one fiber is crucial.

Marquetry expertise is all about finding that one special fiber.

He describes his work as personal and enriching and emphasizes the importance of passing on his work to the next generation of marquetry experts. His work is then showcased in different shots, one of his carvings completing the face of a striking tiger at the center of a Cartier watch.

In a third film, a jeweler, Estelle, is introduced. She is 46 years old and has worked with the brand for 15 years.

The film showcases her workshop as she discusses her inspirations, how she works on unique pieces and the house's special orders as a level 4 jeweler. She also takes pride in creating objects that she believes will outlive her.

She mentions the importance of teamwork and the responsibility of preserving the knowledge that has been acquired in the jewelry sector.

A Cartier jeweler discusses feeling a responsibility to pass on her expertise.

The passion for her work radiates.

"There are professions where you put a part of yourself into what you do," she says.

In the series, the three professionals acknowledge and celebrate that they are doing meaningful work, and how their different areas of expertise come together to make exceptional pieces under the Cartier name.

Quintessentially Cartier

In the first half of 2022, Cartier has released several efforts that illustrate its meticulous, passionate ethos.

In February, Cartier drew 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 high jewelry pieces ([see story](#)).

Cartier also looked back on its accomplishments throughout 2021 in the third edition of its year-in-review digital publication.

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 ([see story](#)).

The jeweler's new Masters of Art series continues to educate consumers on how Cartier employees, and the brand as a whole, are built on a foundation of thoughtfulness and dedication.

"The videos are certainly illustrating the Cartier ethos, that has evolved over nearly 200 years, but also the videos bring special attention to each of these master craftspeople and their personal, emotive perspective on their daily work," Mr. Hurwitz said. "It's a great chance for us all to learn how much humanity and love goes into each style of jewelry from Cartier and how much that love can be conveyed to the giver and the wearer."