

JEWELRY

Cartier taps Austin Butler as brand ambassador

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Austin Butler is the new face of Cartier. Image credit: Austin Butler

By LUXURY DAILY NEWS SERVICE

French jeweler Cartier has added American actor Austin Butler to its growing roster of young celebrity ambassadors.

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The actor is garnering significant attention for his title role in the upcoming "Elvis" biopic, which premiered at the Cannes Film Festival this week. According to *Vogue Australia*, Mr. Butler marked the start of his relationship with Cartier by wearing the jeweler's Tank Must de Cartier watch, Juste un Clou bracelet and white-gold love ring on the festival's red carpet.

Familiar faces

The rising Hollywood heartthrob began his career on young audience networks like Nickelodeon and Disney Channel, but eventually worked his way into major box-office films like Quentin Tarantino's "Once Upon a Time in Hollywood" and, now, Baz Luhrmann's "Elvis."

He even made his Broadway debut in 2018 playing Don Parritt in "The Iceman Cometh."

In March 2022, Deadline **reported** Mr. Butler was in discussions to play Feyd-Rautha in the upcoming science-fiction film "Dune: Part Two," which was just confirmed this month.

In his debut **#MetGala** walk up the iconic steps, Austin Butler was dapper in a **#CollectionCartier** brooch, a **#PanthredeCartier** ring and **#CartierLove** ring. **#AustinButler** **#CartierRedCarpet** pic.twitter.com/BM7KaHcsOO

Cartier (@Cartier) **May 3, 2022**

The actor attended his first Met Gala wearing Cartier

His rise to stardom is likely only beginning and Cartier recognizes this potential with its strategic appointment.

The Richemont-owned jeweler has been investing in notable figures with increasing cultural influence, likely as a way to expand its reach to younger demographics.

This week, the brand announced Blackpink's Jisoo as a global ambassador, and earlier this month it was YouTube sensation Emma Chamberlain.

Ms. Chamberlain is an award-winning YouTube star who also has more than 15 million followers on Instagram. Evidently beloved by younger generations, she recently worked with Vogue in interviewing celebrities at the Met Gala, all the while adorning Cartier jewels ([see story](#)).

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