

JEWELRY

## Cartier associates bear witness to true love in new audio series

May 27, 2022



*For one couple, dreams of a Cartier Solitaire 1895 ring came true. Image credit: Cartier*

By KATIE TAMOLA

French jeweler Cartier is ruminating on moving love stories with an emotive new series.

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"Cartier Stories by You" is an audio series that shares love stories that are inspired by real associate experiences. The three episodes released reflect Cartier's love-centric ethos, conveying how the entity finds consumers in disparate, poetic ways.

"This series is trying to connect with consumers in a real, tangible way by having sales associates share their favorite customer stories," said Donnie Pacheco, founder of Donnie P. Consulting, Seattle.

"It is very personal and shares stories that may inspire other customers either by having them reflect on their own experiences or perhaps inspire them to create their own lasting moments and memories."

### Beginnings at Cartier

Cartier acknowledges that love stories hold different circumstances, parties involved and jewelry preferences. What remains the same is the unconditional, fateful love many Cartier clients share with one another and the brand's commitment to helping that grow through its products.

"Cartier Stories by You" presents three disparate couples and three immensely disparate love stories all however sharing their continued business at the jeweler. Every story features characters who love Cartier, a brand that puts the very feeling at the center of its spirit.

### *At Cartier, it is never too late for one's dream ring*

In "A Destined Love," an elderly couple walks into a boutique one day looking for an engagement ring. The associate explains that she initially took the pair as people who met later in life, but then they share their moving story.

The woman had seen a man at a caf and knew from that first moment that he was the love of her life. She kept seeing him at the same table and felt fate was trying to bring them together, so she introduced herself.

They dated, he quickly proposed, and learned she loved the Cartier Solitaire 1895 ring, but he could not afford it. Several years later, they passed a Cartier boutique, and he brought her inside to purchase the ring of her dreams.

"I was so touched by their story," the associate said. "And the way madam told me that the moment she first saw him, that split second, it became an eternity."

Next is "The Lucky Tank," a true story about how love can be both serendipitous and comical. An associate explains that one day a client of more than 10 years walked in, an esteemed watch collector who had not yet ventured to buy a Cartier timepiece.

After the shopper said he was looking for his first Cartier and something to commemorate his 40th birthday, the associate suggested The Tank watch. As they were going through the purchasing process, the shopper shared that he was nervous for a date, as the woman he was about to see had made already made an impression on him.

Several weeks later, the buyer returned, informing the associate that his date not only loved his watch but was wearing the very same model herself. Fatefully, his date was also a client of the associate whom had sold her the watch as well.

Several months later, the original client returned to shop for an engagement ring and also told the associate that he believed his luck in love turned around when the Cartier employee convinced him to wear The Tank on his date.

"It definitely convinced me that a Cartier watch is a good luck charm in love," the associate said.

Next was "The Juste un Clou Groom," which begins with a regular client entering a Cartier boutique to purchase an engagement ring, only to return with his fiance to choose two wedding rings.

*Something old, something new, something blue and Juste un Clou*

The man came back only a week later to tell the associate that he wanted to buy his future wife a bracelet from the Juste un Clou collection, a gift to wear on their wedding day. Clearly, the couple proved a devoted fan to Cartier products.

The associate could tell that the man's eyes were also being drawn to the Juste un Clou tie pin and he convinced him to try it on and he could see just how much he loved it.

On the day of the wedding, the bride was pleasantly surprised, and their matching Juste un Clou creations were a highlight of the day.

"Now the couple still comes in regularly, and it's so nice to welcome them as friends every time," he says.

Every story, couple and associate in the new audio series come back to one driving force, and that is love. For Cartier, it always comes back to love.

Love, Cartier

For several years, Cartier has put the entity of love at the forefront of its messaging.

Last November, Cartier enlisted its diverse cast of brand ambassadors to celebrate love in a joyful campaign filled with allusions to its brand heritage.

In a short film, the jeweler tapped its famous friends ahead of the holiday season. The vignette is an effective invitation to consumers in urging them to love others, love themselves and love the Cartier brand ([see story](#)).

In 2017, Cartier set a high bar for significant others this year through a video series to celebrate one of its biggest holidays.

A video campaign from Cartier asked the question, "How far will you go for love," showing off short narratives that each include its Love Bracelet. Each spot showed a different couple going through different lengths for each other ([see story](#)).

Cartier is not the only jewelry brand that has pondered the marketing power behind the four-letter word.

In a push to reach new generations of affluent shoppers under the stewardship of French luxury group LVMH, U.S. jeweler Tiffany & Co. has increasingly emphasized romance in its marketing campaigns this year. Tiffany's current approach may bear a resemblance to Richemont-owned French jeweler Cartier's love-centric marketing of the past, but when it comes to jewelry, love never goes out of style and will forever be sought by consumers ([see story](#)).

Cartier is looking to foster its loving roots, and to continue fostering lasting relationships with consumers.

"Cartier wants to connect with their customers and form lasting relationships and by having sales associates share their favorite stories, they are highlighting this," Mr. Pacheco said. "The common thread with the stories is that these were not one-time encounters.

"There is the theme of lasting customer relationships that connect the brand to the customer."

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