

JEWELRY

Cartier reveals vaulted tales in new video series

July 22, 2022



In a new digital series, Cartier highlights the stories behind classic styles such as the Trinity ring. Image Credit: Cartier.

By AMIRAH KEATON

French jeweler Cartier is taking a trip down memory lane with the release of a new digital series that links iconic figures to some of the brand's most well-known pieces.

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The Richemont-owned entity leans into its rich history with an intimate video trio that features watches and fine jewelry selections underlined by stories from the stars. With this content, Cartier uses heritage storytelling to deliver its timeless charm, framing classic collections in new ways.

"[In the 'Once Upon an Icon' video series], Cartier conveys their values through bite-sized stories sharing the *raison d'être* and evolution of the watch," said Casey Golden, founder/CEO of **Luxlock**, New York.

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

All-star stories

Distinguishable by its tagline, "Behind every iconic Cartier creation is a legendary name - or two - and a tale to match", "Once Upon an Icon" highlights Cartier's layered history and aspirational appeal.

Simple yet engaging illustrations unfold across three short clips, in which accented narration lays out the connection that renowned stars develop with their pieces over time. Video visuals use the clean, precise lines that have become synonymous with Cartier's product design.

Cartier spotlights the Trinity ring in new digital asset.

One video details words recited by French poet Jean Cocteau upon gifting French actor Jean Marais a tri-gold Trinity ring: "one circle is you, the second one is me, and the third one is our love".

Cartier founder Louis Cartier designed the first modern watch in 1904, as outlined in another video focused on Brazilian aeronaut and inventor Alberto Santos-Dumont. Santos-Dumont was said to have inspired the design after informing Cartier of how difficult it was to read his pocket watch while guiding an aircraft.

Cartier exercises the art of heritage storytelling in a video highlighting the iconic Santos de Cartier watch.

A final clip presents an archival cinematic reference, reminiscing on Italian actor Rudolph Valentino's request to wear his own Cartier Tank during filming for the 1920s classic "The Son of the Sheik".

While the brand chose a video format to broadcast these origin stories, some suggest an alternative approach.

"Heritage stories are better told through a modern voice, eye contact and paired with product," Ms. Golden said. "Rather than distributing overproduced mini-commercials", there are more modern delivery methods that resonate with consumers in a more impactful way."

Digital Download

Cartier has made substantial efforts to push forward in the digital space aside from video content.

Earlier this month, the jeweler secured a spot on software company Contentsquare's Fast100 list, which recognizes luxury brands that have implemented quick and efficient websites ([see story](#)).

The French house also released the third edition of its year-in-review digital publication "[365: Year of Cartier](#)", an interactive experience inclusive of four main chapters in which users are prompted to scroll to navigate through articles, videos, images and other media, in February ([see story](#)).

These updates speak to the brand's balanced commitment to honoring its heritage while encouraging evolution.

"Celebratory purchases are incredibly personal, but I've noticed fine jewelry companies are still finding their authentic voice," Ms. Golden said. "I have no doubt Cartier will slip into their narrative and connect their DNA with a new consumer group."

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