

JEWELRY

Cartier opens its largest travel boutique in Istanbul

August 12, 2022



Cartier's latest spacious boutique features the brand's watches, jewelry, leather goods and several perfumes and sunglasses. Image credit: Cartier

By LUXURY DAILY NEWS SERVICE

French jeweler Cartier is going big in Istanbul.

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The jeweler has opened its largest standalone travel retail boutique at the Istanbul Airport, carving a space for itself alongside fellow luxury brands like Gucci, Hermès, Bulgari and more. From its very entrance, travelers will be greeted with Cartier watches and jewelry.

"At Cartier, we continuously thrive to build presence in Turkey and we look forward to being a part of all travelers' journeys in this key international airport," said Nicolas Martin, managing director of **Cartier** Turkey and Levant, in a statement.

Bringing Cartier home

Cartier's latest spacious boutique features the brand's watches, jewelry, leather goods and several perfumes and sunglasses.

Upon entry, visitors are met with a tall three-dimensional facade that is meant to look like the location's own prized jewel. The brand's beloved color red is also woven thoughtfully throughout the space.



British-American actress Lily Collins for the Clash Unlimited collection. Image credit: Cartier

Additional luxury brands present in Istanbul Airport include Bottega Veneta, Cline, Christian Dior, Fendi, Louis Vuitton and Saint Laurent.

Cartier, like many brands, continues to keep its eyes on expansion.

Earlier this summer, Swiss luxury group Richemont, which owns Cartier, announced the Watches and Wonders schedule for the end of 2022, as well as the provisional dates for Watches and Wonder Geneva 2023.

The exhibition is looking to strengthen its presence in China, where it will take up residence from October to December 2022 with key events in Hainan and Shanghai. Then, Watches and Wonders will return to Geneva from March 27-April 2, 2023 ([see story](#)).

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