

JEWELRY

Cartier's new summer series is curated for affluent nomads and jetsetters

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An image from Cartier's #CartierSummer series. Image credit: Cartier

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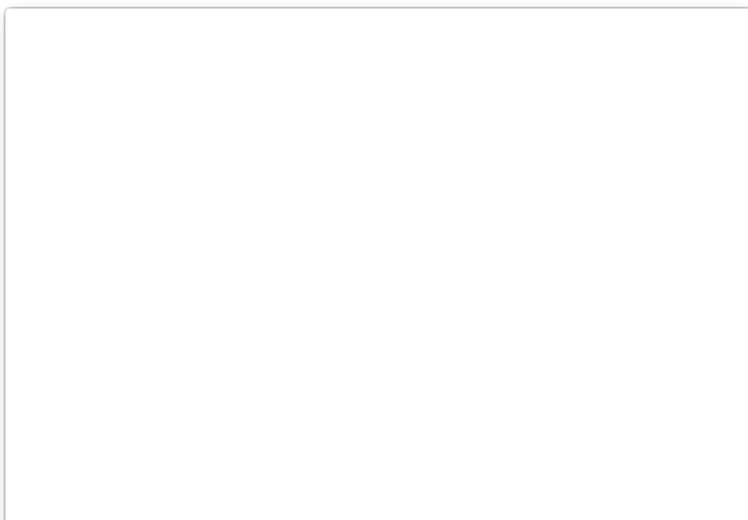
Richemont-owned Cartier is channeling hot weather and popular vacation spots for its newest #CartierSummer series.

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From the Greek island of Mykonos to the French coastal town of St. Tropez, Cartier's latest campaign includes geographic coordinates for lovely getaways while positioning its merchandise as summer essentials. The #CartierSummer series plays with the concepts of heat and travel while elevating its accessories, including handbags and timepieces.

Poolside in Cartier

In what the French maison calls a series of "seaside dropoffs," the #CartierSummer series reveals curated picks for relaxing beachside in Mykonos. Top selections include the Necessaires Parfum in a blue dots case, the mini model chain bag in two-tone pink calfskin and a Santos de Cartier watch.



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A post shared by Cartier Official (@cartier)

Cartier's favorite apparel and accessories for a swanky escape to Mykonos

The historic French jeweler took a decidedly femme approach to the pairings for sunny St. Tropez, opting to select the "empowered femininity of the Panthre," as the tie-in for all suggested accessories. The Panthre de Cartier ring and watch exude luxe feline grace as the French maison's preferred accessories for sandy St. Tropez.

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Cartier's favorite top-dollar trinkets for a French beach vacation.

The next destination, infamous for housing the elite of New York society, is the Hamptons. The jeweler emphasized clean classic lines by pairing its Ballon Bleu de Cartier watch with the iconic tri-colored Trinity ring.

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Cartier's favorite jewelry and scents for a refreshing stay in the Hamptons

As leisure travel hits new highs, Cartier's campaign decision to link their luxury jewelry to top travel destinations is a shrewd business move. Citing a Monthly Travel Data [report](#) from the U.S. Travel Association, travel spending surpassed 2019 levels for the third consecutive month and hit a new pandemic high of \$105 billion in June 2022.

Irrespective of political instability, health pandemics, inflation and war, 68 percent of surveyed respondents intend to take their summer vacations "no matter what," per a McKinsey [report](#). Moreover, 64 percent of people plan to spend more money on international travel than they did in the previous year, according to the 2022 Global Travel Trends [report](#) from Visa.

By aligning its brand's beauty with picturesque beach towns, Cartier is forging a correlation between its exquisite accessories and the jovial wanderlust of summer.

International impact

While Cartier was founded in France and remains headquartered there, the jewelry house has tremendous international reach and impact. Triennale Milano invited The Foundation Cartier pour L'art Contemporain to be part of the 23rd International Exhibition which will be available through December 11 in Milan ([see story](#)).

On a different corner of the globe, the French jeweler recently debuted its largest travel boutique in Istanbul ([see story](#)) to continue to build its presence in Turkey. Last month, the Richemont-owned entity also spotlighted its latest Beaus du Monde high jewelry collection, which was revealed during an exhibition and celebrity-attended gala at the Palacio de Liria in Madrid ([see story](#)).

Renowned for its meticulous jewelry, Cartier is also known for the incomparable personal collection of fine jewels that Louis Cartier amassed over the years, along with Oriental art. Interested parties can view the Cartier and Islamic Art exhibit at the Dallas Museum of Art until September ([see story](#)).

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