

MEDIA AND PUBLISHING

Cartier sponsors Venice Film Festival, outfits Biennale Cinema stars

September 2, 2022



A scene from Cartier's "Venice Film Festival: The Opening Ceremony" campaign film. Image credit: Cartier

By LUXURY DAILY NEWS SERVICE

French jeweler Cartier holds the title of Venice Film Festival's official partner for the second year in a row.

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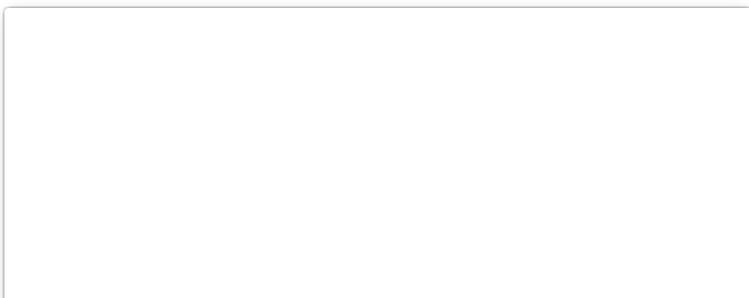
The official partnership began in 2021, when the French jeweler became the leading sponsor for the prestigious biannual festival, and has evolved to now include this year's 79th Biennale Cinema. Overall, Cartier is in good company, as many notable jewelry houses are boosting their images in the public eye by signing on to fund film festivals, from Chopard with Cannes to Bulgari with the Toronto film festival.

Stars dazzle in Cartier

The French maison will present its Glory to the Filmmaker Award, which will be bestowed upon American director, writer and producer Walter Hill, on Sept. 6. While the honor has been awarded since 2007, Cartier began recognizing creatives with the namesake distinction in 2021.

The prestige of sponsoring a renowned festival is made evident not just by step-and-repeats and gift bag markings, but by VIP guests arriving to the red carpet decorated in branded jewels. Celebrities wearing Cartier to this year's festival include actress Julianne Moore and content creator Emma Chamberlain.

Ms. Moore, also president of the jury at the 2022 Venice Film Festival, opted for multiple pieces from the French Maison. She can be seen in Cartier high jewelry earrings, a stunning Panthre bracelet and two Collection Cartier rings on the brand's page.



[View this post on Instagram](#)

A post shared by Cartier Official (@cartier)

Actress Julianne Moore draped in Cartier

Cartier's love for the arts is robust and expansive, burgeoning past the film industry and continuing on into areas like museums. Fondation Cartier pour L'art Contemporain, the jeweler's philanthropic arm, was involved with the 23rd International Exhibition from Triennale Milano, which spotlighted artists that question and explore the unclear and unrevealed ([see story](#)).

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