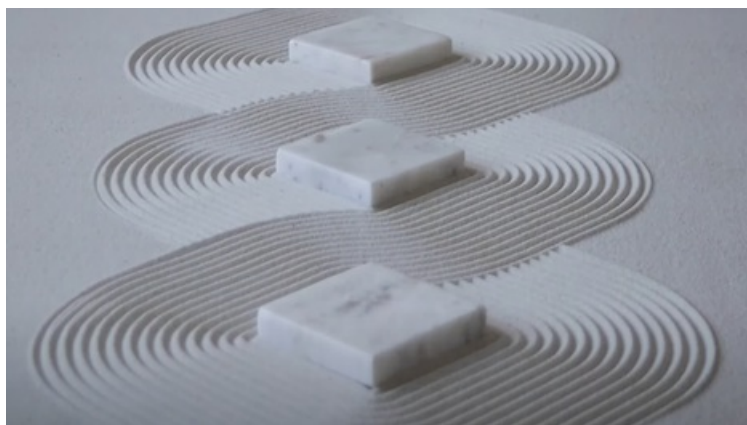


JEWELRY

## Cartier explores alternative sandcastle art in new series

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*A scene from the "Cartier Carte Blanche: Yuki Kawae" campaign film. Image credit: Cartier*

By AMIAH TAYLOR

French jewelry maison Cartier is embracing the grainy and tactile natural resource of sand for its latest Carte Blanche campaign series.

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While beauty is apparent when it comes to precious gemstones and rare metals, delicate and subtle forms of aesthetic beauty can be overlooked in nature. In Cartier's new series, designer and artist Yuki Kawae explores finding beauty in simple and unnoticed places.

"This campaign supports the focus of many leading brands to focus on craftsmanship and skill over bling and over-consumption," said Doug Gollan, editor in chief of [Private Jet Card Comparisons](#), Miami.

"It's about appreciating the people behind the process of creating the jewelry you love and wear."

### Slow methodical art

In the first Cartier Carte Blanche campaign film, Mr. Kawae uses a wooden tool to draw a line in the sand. With a deft lightness of hand, the sand is pliant and malleable to his touch.

Then after placing a white marble equidistant from the top and bottom of the line, he begins to craft a perfect circle.

### *The first film in the "Cartier Carte Blanche: Yuki Kawae" campaign series*

With the white powdery sand as his canvas, Mr. Kawae adds lines with a signature finesse, effortlessly creating a maze-like spiral shape.

Watching Mr. Kuwae rake entrancing patterns in the sand doubles as an ASMR video and a sacred geometry demonstration.

The second Cartier Carte Blanche campaign film opens with Mr. Kawae having already drawn an unerringly straight line with marble slabs shaped like diamonds placed strategically on top of it.

### *The second film in the "Cartier Carte Blanche: Yuki Kawae" campaign series*

In unison with the soulful bellow of a gong, Mr. Kawae begins crafting an artful shape that could be likened to an ouroboros; the design has no fixed beginning or end.

The sleek, neverending design evokes a strong sense of calm while also emanating a quiet grandeur, not unlike the core essence of nature itself.

The Cartier Carte Blanche campaign series seems to be a meditation on a quintessential tenet of luxury fashion: slow but thoughtful masterpieces will always beat out the sloppy mimicry of fast fashion.

Natural is the new buzzword

Sustainability is the next frontier for luxury brands. Sixty-five percent of consumers consider brands' commitment to sustainable development when purchasing luxury products and 80 percent believe luxury companies have a responsibility in the full life cycles of their products, beyond production and sale, according to a Boston Consulting Group [report](#).

While some experts think sustainability in fashion is an [unattainable myth](#), from global supply chains to biodegradable materials, luxury mainstays are trying to reduce their impact on the environment.

British fashion brand Stella McCartney recently partnered with Collaborative Fund to invest \$200 million in environmentally sustainable businesses, founders and solutions ([see story](#)). Swiss watchmaker Ulysse Nardin also upped its ecoconsciousness this summer with the release of a timepiece largely composed of recycled fishing nets ([see story](#)).

"Luxury marketing's raison d'être is to create brand desire," said Chris Ramey, CEO of [Affluent Insights](#), Palm Beach.

"To be successful requires consistent marketing that fascinates and enchants the brand's current clients and prospects with capacity," he said. "The spoils are higher margins, increased profitability, and extended brand loyalty."

"Inherent to every luxury brand is a responsibility to humanity, including the preservation of craftsmanship and artisanship."