

WATCHES AND JEWELRY

Cartier invites consumers to embrace Panthre power in new campaign

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The Panthre de Cartier necklace, made with yellow gold, tsavorite garnets and diamonds. Image credit: Cartier

By KATIE TAMOLA

French jewelry maison Cartier is helping consumers channel the chic beast within in a new spot.

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Cartier's latest campaign illustrates the ways in which the Panthre, a house icon, is woven into new collections, helping consumers embrace its confident, daring spirit. The new vignette tracks several models as they fashion disparate Panthre pieces, moving throughout a bustling city with the confidence that all in possession can achieve.

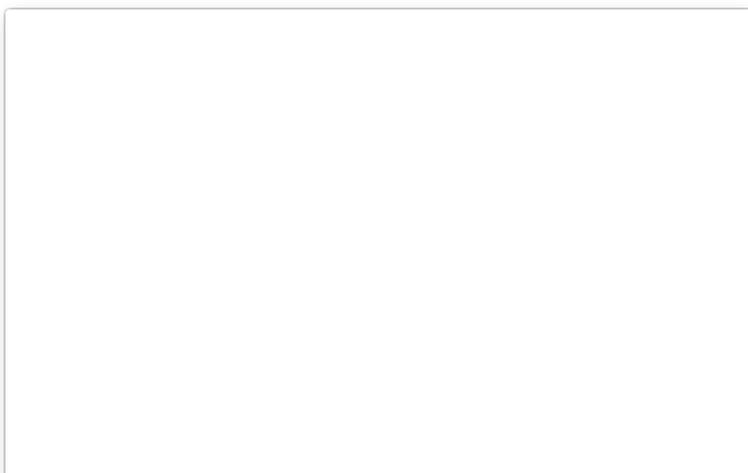
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Sleek, chic and powerful

The Panthre has served as a Cartier symbol for several years, with the house viewing the icon as a pillar of power and defiance to be highlighted in its offerings.

The magnetism and confidence of the Panthre is further solidified in the new content series.



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A post shared by Cartier Official (@cartier)

The vignette illustrates the magnetism of the Panthre

The vignette opens with a dramatic instrumental soundtrack and text overlay of the Cartier brand name brandished above a city skyline.

A woman fashioning a stylish red dress appears, with the next shot featuring another woman in a blazer of the same vibrant color. Suddenly, the shot cuts to the Panthre de Cartier bracelet.

The bracelet is startling in its immediate ability to convey and symbolize power, with a gold band ending with a jewel-encrusted head of a panther. The detailing is exquisite, with emerald eyes standing out.

Consisting of yellow gold, onyx, emeralds and diamonds, the piece retails for \$27,000.

As the film continues, a cast of women in red is revealed, located across multiple points in the city, seen staring up towards the sky. In an artistic shot, one leading woman's being is replaced with a quick flash by the shadow of a panther.

This continues for several other models another figure standing in front of a building evaporates and is replaced by the animal's shadow, while a third climbs a set of stairs and disappears in lieu of a panther's outline gracing the staircase wall representing the idea that the panther's disposition is symbolic of a confidence embedded into its wearer.

As these women fashion their Panthre pieces, it becomes clear that the grace and power inherent to their accessory symbol lies within. The film nears its end as the cast of models find each other, made apparent by a shot where the group stands united on a city rooftop. They can sense their fellow Panthre.

"Those who carry her spirit always recognize one another," the video description reads.

JISOO adds her magnetic gaze to the Panthre's tte tte creations. [#PanthredeCartier](#)
[#Pantheromania](#) <https://t.co/TDvPNDXxDe> pic.twitter.com/1TOLAE0w38

Cartier (@Cartier) [September 12, 2022](#)

Blackpink's Jisoo is a Cartier ambassador

With such a wide selection of Panthre-centered offerings, Cartier is giving consumers ample opportunity to channel their inner elegant animal.

Other notable pieces currently available on the Cartier website include the Panthre de Cartier ring, made with yellow gold, emeralds, onyx and diamonds, retailing at \$39,700, the Panthre de Cartier necklace, made with yellow gold, tsavorite garnets and diamonds, retailing at \$10,300 and dozens of additional offerings varying in size, jewels and other factors.

Ostensibly, there is something for every consumer in their search for the right piece that channels the Panthre within.

Panthre power

Cartier has fostered its reverence for the Panthre icon for several years.

In 2017, the French jewelry maison opened its first public-facing experiential activation in the United States market

from May 20 to May 21 to garner interest in the Panthre timepiece.

During this year's Salon International de la Haute Horlogerie in Geneva, Cartier announced that it would be reviving the 1980s classic, the Panthre de Cartier women's wristwatch. Originally released in 1983, Cartier ceased production of the timepiece in 2004, but consumer demand has led the French jeweler to return the watch to market ([see story](#)).

In 2015, Cartier teamed up with British retailer Harrods to introduce a tome dedicated to the maison and its Panthre designs.

Distributed by publishing house Assouline, "Panthre" retraced Cartier's most iconic design symbol over the last century through a contextual re-telling using product imagery within the book, as well as through exclusive events hosted by Harrods. Partnering with a retailer elevated awareness and gave enthusiasts a hands-on experience with which to focus on Cartier's Panthre designs ([see story](#)).

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