

APPAREL AND ACCESSORIES

Cartier channels house emblem for prowling new handbag

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Ms. Collins helps spotlight the new Panthre Graphique de Cartier bag. Image credit: Cartier

By KATIE TAMOLA

French jewelry maison Cartier is applying its jeweled approach to accessories with the launch of the new Panthre Graphique de Cartier bag.

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Starring British-American actress and ambassador Lily Collins, a new campaign film centers the elegant leather accessory, which prominently features the brand's iconic panther emblem. The vignette, though brief, captures the sleek and stylish offering that mellifluously reflects Cartier's ethos.

"I think that this 15-second spot is so effective as you get to see the hardware of the bag which is definitely an extension of their craftsmanship in jewelry from the chain on the bag to their iconic closure on the bag," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"Having Lily Collins who is known for having a number of fashion moments on red carpets as well as looking stunning in *Emily in Paris* allows them to accomplish a number of things: showing an iconic bag that can be worn by a wide range of age groups, ensuring that they have the younger demographic due to her notoriety and also showing that the bag has a core color assortment with its features on display," she said. "It looks like an item that people will want to bring into their own closets and to see how they would wear it within their own style."

A sleek strike

The vignette opens with Ms. Collins picking up a Panthre Graphique de Cartier in black.

From the onset of the film, consumers can see the focal point of the offering: the handbag's golden Panthre clasp. The Cartier emblem was created in collaboration with a high jewelry sculptor.

Ms. Collins has been an ambassador for the house since 2021

Dressed in an elegant long-sleeved black dress to match the purse's established chic feel, Ms. Collins begins posing with the bag, which combines leather, the house's animalistic emblem and a stunning gold chain.

An ode to the house's sophisticated ethos and savoir-faire, an upbeat instrumental plays as Ms. Collins lifts and

manipulates bags, showcasing its disparate colorways.

Cartier aimed to produce a bag that mirrored its sleek style, with the end result being as smooth as a panther. The bag is fluid, has no sharp edges or visible seams and emanates a luxurious softness.

[View this post on Instagram](#)

A post shared by Cartier Official (@cartier)

The handbag is available in different styles and colorways

Cartier's Panthre Graphique is available in varying styles and sizes, and in several colorways including ruby red, petrol blue, pale yellow and more.

The vignette packs a punch, ending with a closeup, revolving shot of the handbag.

The Panthre Graphique de Cartier chain bag mini begins at \$2,950 with several options available for purchase.

Power of the panther

The symbol of the panther has been a driving force across Cartier marketing, serving as a symbol for its elegant, powerful brand core.

Last month, Cartier helped consumers channel the chic beast in a new spot.

Cartier's September campaign illustrated the ways in which the Panthre, a house icon, is woven into new collections, helping consumers embrace its confident, daring spirit. The vignette tracked several models as they fashion disparate Panthre pieces, moving throughout a bustling city with the confidence that all in possession can achieve ([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 Panthre designs ([see story](#)).

Although a tried and true symbol, the panther is helping Cartier usher itself into the future as well.

"Cartier is the epitome of luxurious style," Ms. Smith said.

"This bag shows that its simple shape with its statement-driven hardware is one to be considered when you're

thinking of other luxe houses such as YSL, Chanel et cetera who have had this style in their assortment for years."

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