

JEWELRY

Cartier crowns Deepika Padukone as its latest regal ambassador

October 4, 2022



Cartier's latest ambassador stuns in dazzling white diamonds. Image credit: Deepika Padukone

By LUXURY DAILY NEWS SERVICE

French jewelry maison **Cartier** has a new ambassador, Deepika Padukone, as the historic brand hints that it is expanding its focus to India.

Ms. Padukone is a Hindi actress who is known for gracing the cover of *Vogue*, starring in Bollywood blockbusters, and being the first Indian ambassador for French fashion house Louis Vuitton. Ms. Padukone announced her partnership with Cartier via Instagram on Oct. 4.

Cartier shows love to India

Ms. Padukone is no stranger to fine jewelry brands and has previously been linked to Swiss luxury jeweler Chopard and luxe Indian jeweler Tanishq. She recently wore Cartier to the Cannes Film Festival 2022 which was met with a substantial amount of social media buzz, over 1.8 million people liked an **image** of the Indian actress in a double-headed Cartier statement necklace.

The Maison is pleased to welcome the Indian actress, producer and philanthropist [@deepikapadukone](#) to the family as its newest ambassador. [#Cartier pic.twitter.com/mwjr8qY2Vm](#)

Cartier (@Cartier) [October 3, 2022](#)

Deepika Padukone looking radiant during the 2022 Cannes Film Festival

In recent months, the actress shared multiple photos of herself on Instagram in statement Cartier jewels, perhaps to tease the upcoming collaboration to her 69.4 million followers.

Ms. Padukone was officially welcomed into the Cartier family as a brand ambassador via a tweet on Oct. 3 featuring a stunning black-and-white image of the starlet.

The luxury jewelry house has historically drawn inspiration from different cultures. The French maison's ongoing fascination with Southeast Asian design codes is present throughout its works today.

Over the summer, Cartier paid homage to its ongoing fascination with Islamic culture in an exhibition entitled "Cartier and Islamic Art: In Search of Modernity," presented at the Dallas Museum of Art ([see story](#)).

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