

JEWELRY

## Cartier comes home, reveals renovated flagship in celebratory campaign

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*The jeweler has transformed its boutique space at 13 rue de la Paix. The retail location's address centers a new campaign. Image credit: Cartier*

By AMIRAH KEATON

French jewelry maison Cartier is inviting viewers inside for its latest architectural feat executed to honor its Parisian origins.

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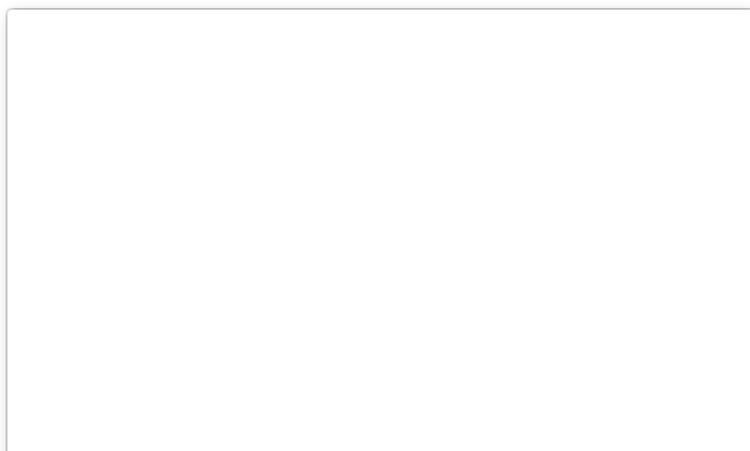
On Oct. 28, the fine jeweler officially opened its doors to the public, following an epic dual-year refurb. Elements of the flagship's updates commemorate Cartier's legacy, as a new campaign showcases how history is as endemic to the store's design as displays of the modern luxuries that set forth its new chapter.

"13 Rue de la Paix invites you to take a precious inner journey," said Cyrille Vigneron, president and CEO of [Cartier](#), in a statement.

Lucky number "13 Paix"

Nestled in Paris' first arrondissement, Cartier's six-floor retail behemoth arrives again, in all of its glory.

The luxury diamond dealer explains that blueprints for the project hail from three separate architectural firms Moinard Btaïlle, Studioparisien and Laura Gonzalez who each spearheaded the redesign of a floor or two.



[View this post on Instagram](#)

A post shared by Cartier Official (@cartier)

Paris-based interior design studio Moinard/Btaille crafted the first three floors, while French interior architecture firm Studioparisien helmed a majority of its upper levels, which contain spaces for customization and workshops.

Architect and interior designer Laura Gonzalez was tasked with the company's top floor dubbed "The Residence," Cartier's penultimate space serves as the center of entertainment for friends of the maison, and comes complete with a winter garden. The sixth floor also holds the house's archives.

A neoclassical exterior frames Cartier's flagship, in a nod to the building's original casing. Guests enter the space to a glass-filled atrium, where light bounces off light interior decor and metallic features, the building's multilevel structure fully visible.

On its top floor, archives are integrated, and toward its base, new collections are available for consumers to browse and buy.

Marked "13 Paix" shorthand, the shop sparked the proliferation of both the surrounding area's fashion row and the brand's global presence.

*The "Cartier: The Transformation of 13 rue de le Paix" campaign video*

In 1899, Louis Cartier decided upon the location as a base for his family's business. Cartier has called the upscale shopping street, after which New York City's Fifth Avenue equivalent is modeled, home over the course of a few centuries.

In fact, renovations to the city's respective retail location wrapped in August of this year, while London's New Bond Street shop was flipped in 2018. The refreshment culminates with Cartier's Parisian project.

### **Luxury retail renovations over the years**

Besides Cartier's new additions to its centuries-old space, luxury's recent wave of flagship renovations occurred nearly four years ago.

At the top of 2019, Italian fashion label Giorgio Armani worked with the commercial property owner of its Madison Avenue boutique to re-imagine the 97,000-square-foot building into a new flagship ([see story](#)).

Department store chain Saks Fifth Avenue concluded a phased restoration of its flagship's 53,000-square-foot main floor soon thereafter, in February 2019, as it sought to build what it called the New Luxury shopping experience, focusing on product assortment, a new form of heightened service and exclusive offerings ([see story](#)).

Jeweler Tiffany & Co.'s Manhattan flagship also received a major renovation. Starting in the spring of 2019, the store that has remained at the same location on Fifth Avenue since 1940 underwent a significant visual makeover, during which the brand used a temporary retail space ([see story](#)).

Though retail doors closed for renovations may seem like a lost opportunity for sales, the required refresh can double as a time for brands to build closer relationships with customers.

"When a retailer decides to update a flagship location, they will often do it in stages so that they are able to maintain full business capability in several departments while others are under construction," said Dave Rodgeron, senior management consultant of retail strategy and change at [IBM Canada](#), Toronto.

"In cases like this, retailers with an effective loyalty program will send invitations and offers to customers,

encouraging them to visit nearby locations that may have a better selection of the merchandise in those departments that are closed for renovation," he said.

"The impact of this is that sales may not be lost to the competition and it helps to generate plus business in non-flagship locations that are nearby." ([see story](#))

Additionally, experts have shared that brands should feel free to employ social media to help them tell a story about the renovation, similar to Cartier's select storytelling.

"There is a great marketing opportunity for retailers when a story like this is unfolding," IBM's Mr. Rodgerson said.

"For example, using social media to keep customers informed about the progress of the retrofit, even using digital images to illustrate how the new departments will look after the renovations are complete," he said.

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