

JEWELRY

## Cartier reintroduces Tank Franaise with film retrospective, features Hollywood's finest

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Actor Rami Malek pays homage to another icon of French cinema in Cartier's new campaign co-starring actress Catherine Deneuve. Image credit: Cartier

By MARYBETH CONNAUGHTON

French jewelry maison Cartier casts actress Catherine Deneuve as the lead in its short campaign film which reintroduces that other beloved French icon, the Tank Francaise.

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Using the Alexandre III bridge in Paris as Memory Lane, British director Guy Ritchie reinvents some of the most memorable moments in the actresses career. Playing a supporting role is American actor Rami Malek.

### Timeless icons

A striking young blonde, stands on a bridge, wearing a bright yellow trench coat and holding an oversized pink umbrella. It reads like one of the most enduring images from the 1964 film, "The Umbrellas of Cherbourg," whose star, ingenue Catherine Deneuve, would eventually become an icon of French cinema and style.

It is a scene perfectly recreated in Cartier's latest campaign starring Mme. Deneuve and various, fleeting recreations of her most famous roles. Joining her is American actor Rami Malek, who, dressed sharply in a sleek black suit, attempts to capture her using various instruments from French cinema.

She continues to allude him until finally, the actress herself appears at the end of the bridge, reinvented yet as classic as ever.

The occasion of the campaign is to reintroduce one of the most beloved pieces in Cartier's collection, the Tank Francaise.

Originally released in 1996, the Francaise was an update of the original Tank watch, which the maison's founder introduced in 1917.

In an interview behind the scenes, Director Guy Ritchie explains the film's premise.

"It is a fantasy of crossing from one side of the bridge to the other, which is sort of metaphorical bridge in time."

The bridge is the Alexandre III, which sets precisely equidistant from the Left Bank of Paris and the Right, where recreations of some of the most me



*The campaign revisits some of the French icon's most memorable films, including the 1964 musical "The Umbrellas of Cherbourg." Image credit: Cartier*

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