

TELEVISION

Cartier parades brand history through film TV debut

March 5, 2012



By RACHEL LAMB

French jeweler Cartier yesterday broke its new film *L'Odyssee de Cartier*, a chronicle of the brand's 165-year-old history, on primetime television networks.

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The three-and-a-half-minute film detailed Cartier's influences on Russia, France, China and India. The U.S. TV debut could serve as an acquisition tool for aspirational consumers.

"Primetime TV largely remains the dominant medium to reach and engage with consumers today," said Paul Farkas, founder/CEO of Social.TV, New York.

"Luxury brands need to now design multi-screen experiences around that content, whether it's synchronously while live-viewing or collaterally before or after the spot with exclusive, extended or enhanced content," he said.

Mr. Farkas is not affiliated with Cartier, but agreed to comment as an industry expert.

Cartier did not respond before press deadline.

The great voyage

L'Odyssee de Cartier was released on the Internet March 2. The film is directed by Bruno

Aveillan, one of the world's leading advertising directors, claims Cartier.

The film, which took place over three months, tells Cartier's history which started out as jeweler to European royalty.

L'Odysee de Cartier also delves into an imaginary world that is inhabited by its designs including the famed Cartier Panther, Tutti Frutti, the Santos watch and the jewelry of the maharajas.



Still from the movie

The music was composed and arranged by Pierre Adenot and was recorded at Abbey Road studios in London.

Furthermore, supermodel Shalom Harlow plays the lady in the mansion, a character that embodies the spirit of the Cartier woman: elegant, passionate and independent, according to Cartier.



Still from the movie

The film was screened for the first time at a premiere on Feb. 29 at The Metropolitan Museum of Art in New York as well as Paris, Milan, Munich, Beijing, Seoul, Moscow, Dubai and Rio de Janeiro.

Users can see the film at <http://www.facebook.com/cartier> or odyssee.cartier.com.

Lights, camera, attraction

Cartier's use of video appeals to most senses, allowing the view to become engulfed in the brand world.

Moreover, broadcasting the spectacle on primetime TV ensures that the film will be seen by many consumers, both affluent and aspirational.

"TV casts a broad net, and you get a halo effect, I suppose," said Paula Rosenblum, managing director of RSR, Miami. "It's good to capture the imagination of your

aspirational customers as well.”

However, TV may not be the best medium for luxury brands because it is too broad and lacks targeting capabilities, per Ms. Rosenblum.

Nonetheless, quite a few luxury brands are realizing that they need to emphasize heritage, history and quality if they want to sell products.

For example, Hermès has been placing an emphasis on its hand craftsmanship and the people behind responsible for it.

The brand created a microsite called Hearts and Crafts that showcases the detailed craftsmanship and quality of its products through inside glimpses into the making of its branded products and released a full-length film that was released in theaters last year ([see story](#)).



Hermès video

There are other ways that luxury brands can showcase heritage.

For example, French fashion label Christian Dior announced the launch of DiorMag, an online magazine that positions the brand as an innovative storyteller, entertainer and purveyor of the height of luxury products ([see story](#)).

Consumers are more likely to buy luxury products if they know about a brand’s history and heritage, and if they feel as if they are part of the brand.

“This seems to be an interesting trend these days, for companies that have been around for many years,” Ms. Rosenblum said.

“It reinforces the solidity and heritage of the brand, suggesting that the company has always been innovative and valued by customers,” she said.

Final Take

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