

FRAGRANCE AND PERSONAL CARE

Panthre de Cartier ambassador Vanessa Kirby stays true to spirit of signature scent

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British actress Vanessa Kirby embraces heritage from the depths of the jungle in honor of Cartier's La Panthre perfume. Image credit: Cartier

By AMIRAH KEATON

French jewelry maison Cartier is out with a new campaign in which British actress Vanessa Kirby embraces heritage from the depths of the jungle, in honor of the brand's La Panthre perfume.

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Embodying the spirit of the house's beloved feline, Ms. Kirby appears free-willed at the center of Cartier's excerpt. With watch and high jewelry appearances slated for the star later this year, the iterative exercise reinforces the brand's influence in the beauty category as its standout fragrance nears a decade on the market.

Panthre de Cartier connection

The house's latest initiative places Mr. Kirby and a panther side-by-side, in an environment emblematic of independence, a value that continues to resonate with the Cartier woman.

In a newly-published video, the ambassador appears in all-red drapery as she navigates the natural landscape with heightened levels of self-assuredness.

Newly-appointed ambassador Vanessa Kirby is the newest Panthre de Cartier

Amid the breezy atmosphere of the surrounding tropical rainforest, Ms. Kirby, known for a breakout role on the cast of Netflix's "The Crown" the actress played the Queen's sister, Princess Margaret, in the drama series carries the air of La Panthre.

Conceived by chemist Mathilde Laurent, the olfactory experience features unique floral notes accented by touches of gardenia layered underneath a soft musk. The face of the namesake wild animal is emblazoned atop the formula's encasement.

Retailing between \$66 and \$144, La Panthre perfume ladders up to the overarching Cartier universe, telling the story of the house with each spray.

"Every woman has a feline side and every flower has a hidden animal essence," said Ms. Laurent, in-house perfumer at Maison Cartier, in a statement.

Legend has it

Cartier's symbol of power has graced the pages and screens of many an audience over the years.

Consisting of yellow gold, onyx, emeralds and diamonds, a Panthre de Cartier necklace retails for \$27,000, and is the subject of compelling former branded vignettes ([see story](#)).

International acts such as K-pop group Blackpink's Jisoo have repped the house's inventory. Men have also been brought into the fold, with American actors Austin Butler ([see story](#)) and Jake Gyllenhaal ([see story](#)) the former solidified just last year and the latter announced in 2018 slotting in on marketing efforts along the way.

JISOO adds her magnetic gaze to the Panthre's tte tte creations. [#PanthredeCartier](#)
[#Pantheromania](#) <https://t.co/TDvPNDXxDe> pic.twitter.com/1TOLAE0w38

Cartier (@Cartier) [September 12, 2022](#)

Cartier's newly-appointed talent has involved herself in a cross-divisional engagement with the label involving not just fragrances, but the promotion of the house's watch and high jewelry lines as well, an anomalous assignment for one sole actress.

The unique structure of Ms. Kirby's ambassadorship could fare the house well, begetting an elite level of authenticity and offering a lesson in luxury on the benefits of sticking with just one representative overall.

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