

COMMERCE

Cartier taps actress Elle Fanning as 'Grain de Caf' ambassador

May 1, 2023



Now a New York City maison exclusive, the revived collection's design codes are rooted in the robust shape of the coffee bean. Image credit: Cartier

By LUXURY DAILY NEWS SERVICE

French jewelry maison **Cartier** is moving forward with archival impact.

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Placing the 25-year-old center stage, American actor Elle Fanning has been appointed global ambassador of the brand's **Grain de Caf** collection rooted in early 20th-century designs by then-creative director Jeanne Toussaint, the referential reinstatement pieces were rolled out late last year as a New York City maison exclusive. Having previously donned Cartier across red carpets in correspondence with some of her most well-known roles, Ms. Fanning now represents the house in an official capacity.

Movie moment

With its latest announcement, Cartier continues to lean into the cinematic realm.

The brand's newly-appointed celebrity spokesperson began collecting achievements in her childhood, having performed since she was a toddler. Subsequently fronting a number of blockbusters, the star of the currently-streaming Hulu series "The Great" has received recognition for leading spots in films such as *Because of Winn Dixie* and *Maleficent*, among others.

In 2019, Ms. Fanning became the youngest member to hold Cannes Film Festival jury seat. The talent now adds an international ambassadorship with the luxury maison to the lineup.

Cartier is proud to announce Elle Fanning, friend of the Maison, as the new global ambassador of the **#GraindeCaf** jewelry collection. The embodiment of modern glamour, her style echoes that of the Maison's culture of design. **#Cartier** <https://t.co/DpUM7zhULb>
pic.twitter.com/x7NKeKTyhx

Cartier (@Cartier) **May 1, 2023**

According to the brand, Ms. Fanning's affinity for fashion coincides with Cartier's love of detail.

This year, Ms. Fanning is set to star in the historic film, *The Nightingale*, directed by Mlanie Laurent, another friend of the maison.

Cartier has tapped Ms. Laurent's skillset on multiple occasions, including during the label's "Celebration of Love" holiday slot in 2021 ([see story](#)). On May 10, she will be speaking at the Cartier Women's Initiative Awards Ceremony alongside other house honorees ([see story](#)).

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