

## JEWELRY

# Cartier flirts with house codes in latest high jewelry campaign

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*A new marketing release sees Indian actress and brand ambassador Deepika Padukone bringing Cartier's "Le Voyage Recommenc" collection to life. Image credit: Cartier*

By AMIRAH KEATON

French jewelry maison Cartier is on an "haute joaillerie" high.

Following a series of star-studded activations hosted in light of the new launch, the brand is bringing "Le Voyage Recommenc" to life. Cartier's latest marketing release features the collection front-and-center recent global ambassador appointee, Indian actress Deepika Padukone, stars.

"[Cartier's campaign is] very on brand and on-trend," said Pam Danziger, president of [Unity Marketing](#), Stevens.

"Deepika Padukone makes a wonderful brand ambassador, lovely and intriguing for people who may be unfamiliar with her work," Ms. Danziger said. "And the red wardrobe is a knockout."

Ms. Danziger is not affiliated with Cartier, but agreed to comment as an industry expert.

## Cartier presents Le Voyage Recommenc

Ms. Padukone moves gracefully to the sounds of an orchestral medley in Cartier's campaign video, as the house's high jewelry creations are shown on mirrored screens, the projections working to enhance all details.

The ambassador is filmed reveling in an unfamiliar domain with a 4.02-carat Claustra necklace positioned upon her décolleté. Twisting and turning toward the camera, she takes audiences on a trip in honor of "Le Voyage Recommenc."

*Deepika Padukone is the face of Cartier's "Le Voyage Recommenc" campaign*

Of note, the video asset may leave more to be desired, as far as close-ups are concerned.

"Personally, I might have taken a bit more time to showcase the beautiful designs in the collection, to give more time to contemplate and dream about them, but then many folks today are afflicted with ADD (attention deficit disorder) and might click off if the presentation went too slowly," Ms. Danziger said.

"But then, for the customers who can actually afford to buy these pieces, taking a bit more time featuring each might be a better course."

Striking the desired balance between shape and volume, the light of a new vision grounds the collection she frames against sophisticated, saturated red garments, in yet another visual ode to the brand's signature color.

Highlights include selections such as the Ondule Ring.



*The "Le Voyage Recommencé" high jewelry collection includes the Ondule Ring. Image credit: Cartier*

Rendered rare due to the size and shade of the 0.92-carat gray-violet diamond embedded at its core, half-moon gemstones of the same variety surround this centerpiece, giving the unit a halo effect.

The term's psychological underpinnings doubly apply as Ms. Padukone lends Cartier's ultraluxury range her likeness.

Central to the clip, the actress dons the latest interpretation of a house classic.

The Panthre Atlas necklace places the cat motif aside three blue-toned aquamarine beryls. Each of exceptional clarity, the items align along the accessory's diameter.



*Central to the clip, the actress dons the latest interpretation of a house classic. Image credit: Cartier*

Circling back, the bejeweled Panthre is first to appear behind the talent during the campaign video's first few moments, rooting the exercise in Cartier's codes.

### **Contemporary concepts**

As tethered as the brand remains to tradition, Cartier's universe infuses additional aspects of culture into this accessorial chapter.

Citing a passion for the world and its many cultures, an homage to the Islamic arts and "mashrabiya" architectural fixtures is present as Ms. Padukone also models the label's Moucharabieh necklace.

A fancy deep yellow-brown shield-shaped diamond at its center intends to give the design rhythm, according to Cartier.



*Ms. Padukone models the Moucharabieh necklace. Image credit: Cartier*

The Girih necklace credits the same region, opting for themes foundational to the brand's style.

The object juxtaposes Zambian emeralds and custom-cut turquoise stones. The concept piece's future owner gains the ability to transform the necklace's pendant into a brooch.

Besides the global ambassador ([see story](#)), bespoke Cartier belongings of this caliber adorned a bevy of celebrities at this month's Cannes Film Festival.

The annual affair has, once more ([see story](#)), managed to generate some buzz around the assortment.

In a stolen moment at the Giardino Corsini, Vanessa Kirby and Elle Fanning share their experiences of the Maison's Le Voyage Recommenc collection launch. [#LeVoyageRecommenc #CartierHighJewelry pic.twitter.com/6Ls1UQ2Evv](#)

Cartier (@Cartier) [May 30, 2023](#)

This year, the brand opted to showcase "Le Voyage Recommenc" innovations in the Tuscan countryside.

Originator Jacqueline Karachi, who heads Cartier's High Jewelry division as creative director, aptly describes the line in its entirety: "A journey was restarted at the heart of Cartier creation, like an uninterrupted story that, like guardians and storytellers, we bring to life over time."