

JEWELRY

Cartier channels Grace Kelly in Grain de Caf' homage

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Tapping Elle Fanning to embody the late princess and actor, the brand is situating a historic design in modernity, bringing together a sense of heritage, old glamor and an appreciation for the stars of today. Image credit: Cartier

By EMILY IRIS DEGN

French jewelry maison Cartier is nodding to a famed starlet from Hollywood's golden era.

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The brand is centering the Grain de Caf jewelry line in its latest slot, a favorite of American actor and princess of Monaco, Grace Kelly. Tapping Elle Fanning to embody the late celebrity, Cartier is situating the historic design in modernity, bringing together a sense of heritage, old glamor and an appreciation for the stars of today.

Gracing the screen

Jeanne Toussaint, Cartier's late creative director of 50 years, designed the Grain de Caf jewelry line in 1938.

Inspired by the coffee bean, the botanical looks caught the eye of Oscar-winning Grace Kelly in the 1950s.

Cartier has long bejeweled Hollywood's finest

Just crowned as Monaco's princess, the golden jewelry she donned complemented her reputed love of luxury the frequent Cartier client is seemingly synonymous today with film noir and sophisticated looks.

All of this is brought forward in the latest campaign, captured by 25-year-old American actor Elle Fanning, who takes viewers through vignettes that ode Ms. Kelly's life on the Riviera.

With romantic music serving as the soundtrack, Ms. Fanning opens a pair of French doors, bathed in golden light. She wears glittering Grain de Caf pieces, red lipstick and Ms. Kelly's classic white collared top.

An enchanting woman of mystery electrifies the South of France, and the culture of cinema.

Elle Fanning and the **#GraindeCaf** collection pay homage to Princess Grace of Monaco.

<https://t.co/NnyHnCxUyL> pic.twitter.com/MAfhJVjjoL

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

The dreamlike scene transitions to a beachside cafe adorning the rocky shores of the Mediterranean Sea, where Ms. Fanning sits in a vintage green swimsuit. While her hair is wrapped up in a silk headscarf, her wrists and fingers are encircled by bracelets and rings from the line.

As the water shimmers behind her and vibrant, hat-wearing diners sip on tea and read the paper, she takes up a pair of binoculars and stars right into the camera before sweeping to the horizon, above which the words "Grain de Caf" hover.



The Grace Kelly lookalike takes in her surroundings on the Cte d'Azur. Image credit: Cartier

The effect is truly whimsical.

Ms. Fanning continues to gaze wistfully at the sky, ride down Rivieran roads and kiss passionately in front of a sparkling view of the landscape in which Ms. Kelly is so deeply ingrained.

At one point, she receives postage from a luxe balcony, wearing a plush, white bathrobe.



Grain de Cafe rings glint in the French Riviera's sunlight, as homages to Cartier's leading women are paid. Image credit: Cartier

As she looks at black-and-white photographs of her journeys, Cartier jewelry catches the light. In the background, a blanket depicting the maison's historic La Panthre design, a favorite of the aforementioned Ms. Toussaint, is draped over a chair.

By the end, Ms. Fanning's image is projected onto a silver screen in a movie theater, Ms. Fanning watching herself perform from the audience, now dressed in her modern clothing. Around her neck is a Grain de Caf necklace.

These scenes not only weave together Ms. Kelly's affluent life and Cartier design codes the jewelry centered in every montage but contextualize the maison's 176-year heritage in the current moment through the present-day actor's leading role and the passage of time, allowing the past to run into the future.



Ms. Fanning watches her performance projected in a movie theater, sporting modern attire but the same historic Cartier jewelry. Image credit: Cartier

Embracing the young star seems to communicate to the world a message of confidence: Hollywood's talents continue to love Cartier, and the maison will continue to bejewel them.

Movie merits

Ms. Fanning was first announced as a global ambassador to the line in May 2023 ([see story](#)).

In an archival activation, her acting chops and professional achievements were celebrated, which are many, becoming the youngest member to hold a Cannes Film Festival jury seat in 2019.

The brand has long celebrated its own ties to the world of cinema.

Aside from frequently sponsoring film festivals on an international basis ([see story](#)), Cartier often drops campaigns revolving around movie magic.



Ms. Fanning uplifts the maison's attachment to the film world, bringing her likeness and performances to the table. Image credit: Cartier

In a January 2023 reintroduction of the Tank Française watch, American actor Rami Malek and French actor Catherine Deneuve costarred in a short film heralding the latter's cinematic accolades ([see story](#)). The Parisian production was directed by Britain's Guy Ritchie.

Like Grain de Café, vintage scenes were celebrated, playing out Ms. Deneuve's most famous movies around the City of Lights, grounding the project in a sense of timelessness.