

JEWELRY

Cartier to open workshop doors for European Heritage Days 2023

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Throughout the showing, the public will get a glimpse at previously undisclosed portions of the jewelry-making process. Image credit: Cartier

By LUXURY DAILY NEWS SERVICE

For the second year in a row, French jewelry maison **Cartier** is giving the general population an eye into its support for artisanry with upcoming programming.

In light of European Heritage Days, the brand has announced plans to host tours of a decades-old training center, granting access to some 200 members of the public on Sept. 16 and 17. Established in 2002, Cartier's Jewelry Institute has provided guidance to 150 of the 340 craftspeople working in France's fine accessory industry each year, now opening its doors for the second year in a row.

Developmental destination

The institute takes shape as an 18th-century mansion in the heart of the historic and iconic Parisian jewelry district.

Tours of the three-story building will be comprised of 12 guests each. Groups will be taken through the estate's entire operation, discovering the process, techniques and handiwork involved in jewelry-making, such as gem cutting, mounting and polishing, among other key points during production.

To celebrate the European Heritage Days on September 16th and 17th, the Maison is opening the doors of the Cartier Jewellery Institute for an exclusive opportunity to discover Cartier's jewellery-making expertise. [#CartierSavoirFaire](#) [#EuropeanHeritageDays](#)
pic.twitter.com/Gh9CiXBAEZ

Cartier (@Cartier) [September 11, 2023](#)

Throughout the showing, the public will get a glimpse at previously publicly undisclosed portions of the manufacturing process, spotlighting methodologies unseen by general audiences. For example, last year's opening displayed the practice of pearl threading.

In an effort to inspire the next generation of craftspeople, young attendees will be able to speak to the artisans

working and training during the tour to receive their perspectives on their chosen vocation. On top of this, by the end of the showcase guests will be invited to create a unique version of the Cartier panther emblem.

Appointments for the limited-time showing can be booked now; admission to the Jewelry Institute is free.

In another effort to give the general population a look into the world of fine jewelry and manufacturing, British luxury watch and jewelry retailer Watches of Switzerland will display the nominees of the Grand Prix D'Horlogerie de Geneve awards referred to by many as the "Oscars" of the timepiece industry to the American public ([see story](#)).

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