

JEWELRY

## Cartier nods to classics with Tank Saga' watch campaign

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*New takes on the Tank Louis Cartier, Americaine and Francaise are unveiled via the watchmaker's marketing effort. Image credit: Cartier*

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By ZACH JAMES

French jewelry maison Cartier is uniting the designs of its past and present.

The watchmaker's "Tank Saga" campaign places its popular timepieces front and center, cycling through the accessory's respective evolutions over the years. A staple of the house for over a century, three different Tank design variants act as the cornerpieces of a new marketing effort that offers viewers a deep dive into Cartier's uncompromising legacy of excellence.

### New edition

As part of the initiative at hand, new takes on the Tank Louis Cartier, Americaine and Francaise are unveiled.

The campaign brings Cartier's entire Tank collection into the limelight, taking viewers through the line's history, from its debut in 1918 to the assortment's most recent design updates in February 2023.

### *"Tank Saga: Timeless Evolution" by Cartier*

From its rectangular shape to the treads that have inspired the watch's strap, the Tank watch itself mirrors the look of early 20th-century military tanks when observed from above. The dial takes the place of the hulking metal machine's cockpit.

Modern sensibilities were factored into the style's refresh, wherein historic designs dating back many years – the original Tank Louis Cartier went on sale as early as 1921, for instance – are revised.

This year's reissue featured five total new editions of the Tank Louis Cartier, each displaying a more minimalist dial sans the Roman numerals that the line has sported since its inception in 1917. These particular pieces range in price, from \$13,000 to \$13,900.

The Tank Americaine, originally released in 1988, differentiates itself from the pack with a curved case and elongated lines.

Adorned in over 30 brilliant-cut diamonds, the contemporary revamp celebrates American casual chicness, while being more ergonomic for the wearer.

Priced at \$11,600 for a rose gold case with a leather strap, and \$53,500 for a steel frame and strap featuring more diamonds than its counterparts, there are options for multiple types of luxury consumers, ranging from aspirational to core ultra-high-net-worthers.

*The campaign film for the Tank Francaise reboot was released earlier this year*

The Tank Francaise was originally shown off earlier this year in a promotional branded film starring Oscar-winning American actor Rami Malek and French actress Catherine Deneuve.

Shot by acclaimed British director Guy Ritchie ([see story](#)), the Hollywood duo helped reintroduce the model to the world after its original release in 1996.

Known for having a boxier structure as compared to fellow Tanks, the contemporary timepiece sports thicker bezels around the dial and a simplified overall aesthetic.

As signified by its name, the watch owes its inspiration to French culture and tradition, which the maison states the design has upheld for the past 27 years.

Two new models have been unveiled as part of "Tank Saga," ranging in cost from \$8,500 to \$9,800. All of the campaign's releases and prior launches are available to review at <https://www.cartier.com/en-us/watches/collections/tank/>.

Reboot run

In recent months, "haute joaillerie" and horological labels have been apt to reintroduce audiences to signature lines, redesigning them or providing new twists on familiar favorites.

In July 2023, French fashion house Louis Vuitton unveiled the revamp of its Tambour watch collection, granting the series its first redesign in its 21-year history.

The use of new internal technology, such as a proprietary automatic three-hand movement system, highlighted the brand's renewed commitment to watchmaking, its youngest business arm ([see story](#)).

In steel, rose gold, or paved with diamonds, the Tank Amricaine celebrates the casual chic spirit of a continent on American time. [#CartierTank](https://t.co/Apuq5bZhk4pic.twitter.com/sUKPSbkQuV)

Cartier (@Cartier) [October 2, 2023](#)

A month later, U.S. jeweler Tiffany & Co. supported updates to the "Lock" line with an initiative built around famous faces. The lock motif has an extensive history within the maison, dating back to the 1880s ([see story](#)).

Later in August, Swiss watchmaker Jaeger-LeCoultre revealed "The Enigmatic Dance of Time," a campaign centered on its signature Rendez-Vous wristwear collection, adding a new piece to a blueprint inaugurated in 2012 ([see story](#)).

As time passes, consumer expectations change, from new materials becoming commonplace to means of production requiring a sustainably-guided overhaul. All in all, it seems that reimaginings are becoming a fixture within the luxury sphere in a bid to keep heritage fresh.