

JEWELRY

# Cartier joins training, recruitment event for next-gen professionals

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*Held in Paris and open to those between 12 and 18, Les De(ux)mains du Luxe was presented in partnership with TikTok this year. Image credit: Cartier*

By LUXURY DAILY NEWS SERVICE

French jewelry maison **Cartier** is engaging with young people to spark interest in the jewelry-making trade.

For the second edition of the **Les De(ux)mains du Luxe**, which invites young people ages 12 to 18 to discover luxury professions and training programs, the brand hosted workshops and offered other on-site resources. Held in Paris at startup campus Station F from Dec. 14 to Dec. 17, the event brought together 30 companies from the sector and was organized by French luxury preservation association **Comit Colbert** in partnership with TikTok.

## Handcrafting heritage

Now one day longer than last year, teens were able to interact directly with professionals from French luxury labels like fashion house Chanel, jeweler Boucheron, LVMH-owned hospitality group Cheval Blanc and more at Les De(ux)mains du Luxe 2023.

Cartier specifically focused on the development and perpetuation of savoir-faire. Present throughout the conference, the exhibitor doubled the number of workbenches compared to its last appearance.



*At the event, young people were shown firsthand how to make Cartier luxury items. Image credit: Cartier*

At these spaces, young visitors were able to experiment with jewelry-making, gem-setting, stonemaking and polishing with the help of professionals. The representatives outlined each stage of production that it takes to make its various products.

In line with the conference's goals, the maison also held an HR workshop for those in middle school and high school seeking luxury career opportunities. Resume writing and interview preparation tips were discussed at length.

During the weekend affair, a roundtable exploring ways to preserve the industry's heritage played out and featured key training stakeholders. French State Secretary for Youth Prisca Thevenot; human resources director at Cartier Thibaut Lilas; president of the Haute cole de Joaillerie and executive president of the French Union of Jewelry, Silverware, Stones and Pearls (UFBJOP) Bernadette Pinet-Cuoq and director of the cole Boule Laurent Scordino-Mazanec attended.



*Across categories, luxury maisons are attempting to attract fresh talent with crafting-focused events and pop-ups. Image credit: Cartier*

Like the other brands at Les De(ux)mains du Luxe, Cartier's involvement highlights a push to employ the workers of tomorrow.

Between award programs ([see story](#)) and inviting the public within its walls ([see story](#)), this year alone has seen a slew of engagement efforts on the part of the French label.

Currently employing 40 annual apprentices, 30 interns and 340 artisans, more than half of whom are women, Cartier states that it aims to bulk up these numbers in the years ahead as demand for luxury increases.

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