

JEWELRY

# Cartier rolls out the red carpet for Trinity's centennial

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*A new crowd is emerging to support Trinity, all of which are brand ambassadors. Image credit: Cartier*

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By ZACH JAMES

French jewelry maison Cartier is uplifting the story behind a marque product series.

The centennial anniversary celebration of the brand's Trinity collection, originally released in 1924, has begun. Melding heritage and modern influences, Cartier is enlisting the help of initiative-specific ambassadors who are popular with younger consumers, angling the next 100 years of its accessories toward the next generation of luxury consumers.

## Superstar spots

Cartier's classic has undergone numerous reinventions over the last century, keeping true to an original three-band blueprint.

Designed by its founder's heir Louis Cartier, each color featured within the item's configuration stands for a separate value. Its white gold ring represents friendship, while a yellow gold layer constitutes fidelity and a rose gold component typifies love, together symbolizing unity.

The emblems have gone on to gain the affinity of affluents, everyday consumers, the Hollywood elite and British royals. Now, a new crowd emerges to support the 100-year-old design.



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Irish actor Paul Mescal, Hong Kong rapper and singer Jackson Wang, American actress and activist Yara Shahidi, South Korean singer Kim Ji-soo and British songwriter and record producer Timothy Lee McKenzie, best known by the stage name, Labrinth, are Cartier Trinity ambassadors.

Ahead of a campaign film's April release, the brand is building its marketing plan around all five stars.

Joined by other celebrities, the group attended anniversary events held in Paris, New York and London during the first few weeks of February. More gatherings are to come throughout the rest of 2024.

Cartier is using the engagements as opportunities to capture one-on-one digital content with each of its representatives.

These conversations are being shared in a new video series as part of Cartier's overarching "100 Years of Trinity" initiative. The thoughts of Mr. Mescal, Labrinth, Ms. Shahidi and her stylist, Jason Bolden, have been pushed live so far.

As part of the activation, Cartier is also exhibiting the work of 100 artists from around the globe, each supplying their own take on the 100-year-old jewelry.

The label has also released 10 new rings, necklaces and bracelets bearing new versions of the design, ranging in price from \$3,250 for an 18-karat white, yellow and rose gold pendant necklace, to \$47,000 for a ring, forged from the same materials, that features 435 brilliant-cut diamonds.

The collection is available now in stores and [online](#).

The campaign will debut in print in mid-March 2024. Billboards and a short film will go up in April.

### **Popular picks**

Mr. Mescal, a rising star of the big and small screens, has collaborated many times with Italian fashion label Gucci in the past several months. He appeared at the London "Gucci Cosmos" exhibition in London and was part of a campaign that rang in the 70th anniversary of the "Horsebit" loafer ([see story](#)).

Just last month, French fashion house Dior recruited Ms. Shahidi to mark the return of the Rouge lipstick line ([see story](#)).



*The three-band configuration contains three golds, each color representing a different value. Image credit: Cartier*

LVMH-owned Cognac brand Hennessy picked Mr. Wang to star in a series of short films. The slots broke down the heritage and production of its signature V.S.O.P. beverage ([see story](#)).

While not directly collaborating with Swiss watchmaker Audemars Piguet, Labrinth's music appeared in its "Seek Beyond" campaign ([see story](#)).

Connecting with the above talents could prove fruitful for Cartier, as the millennial and Gen Z audiences the stars appeal to will remain active as luxury purchasers for decades to come.

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