

JEWELRY

Cartier upgrades retail hub at Charles de Gaulle Airport

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Spread across three salons, the Cartier boutique is open from 6:30 a.m. to 10 p.m. daily. Image courtesy of Cartier

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

French jewelry maison Cartier is reinforcing its travel retail presence.

The brand has opened a relocated store within Paris Charles de Gaulle Airport's Terminal 2E at Gate K. Here, shoppers can find signature Cartier collections, plus timepieces, fragrances, accessories, leather goods and a private salon.

"Royal Quartz is a recognized expert in the travel retail industry, and we are happy to continue our partnership with them to unveil our remodeled boutique at Paris Charles de Gaulle Airport in Terminal 2E Gate K," said Virginie Martignac, global travel retail director at [Cartier](#), in a statement.

"With three strategically positioned boutiques, the new boutique offers an elevated experience beyond the product itself; travelers may now be immersed in the enriched style and heritage of Cartier via different touchpoints at one of the most important travel hubs in the world."

Taking flight

An immersive client experience and personalized services are key to the debut, which brings the total number of Cartier stores located within the transit center to three.

It is positioned near the boarding hall at Paris Charles de Gaulle's flagship terminal. Cartier, which has long embraced the travel retail scene ([see story](#)), brings its house codes to the transformed store.



In 2023, Paris Charles de Gaulle was ranked as the fourth busiest airport in the world based on international passenger count. Image courtesy of Cartier

The facade and interiors are said to echo the jeweler’s “distinctive blend of tradition and innovation.” Inside, Parisian aesthetics and heritage are also paid tribute.

The city’s love of the arts is nodded to via rounded arches and marble flooring across the three interconnected salons that comprise the shop. Additionally, the Paris Opra is depicted alongside the French house’s panther motif.

“The relocation of Cartier’s boutique in Charles de Gaulle Airport marks a new chapter for our long-standing partnership with the maison and our shared vision to curate the finest experience by embracing innovation and creativity,” said Marianne Romestain, CEO of Royal Quartz, in a statement.

“We are delighted to present global travelers with Cartier’s coveted collection of jewelry, timepieces and accessories, and to offer our international clientele an elevated customer journey that can only be defined by grace and elegance,” Ms. Romestain said. “Our entire team is extremely happy to introduce you to this new setting as well as the latest creations from Maison Cartier.”

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