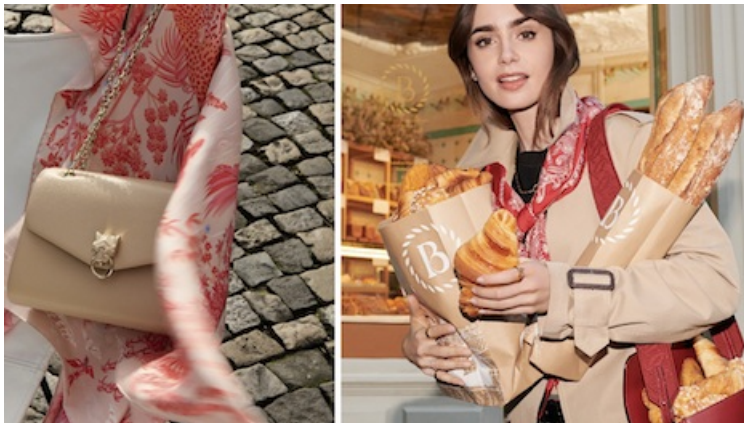


JEWELRY

Cartier tells product narrative through brand ambassador perspective

August 13, 2024



Ahead of this week's "Emily in Paris" season four premiere, the brand is tapping its lead actress for an ad linking its goods to the City of Light. Image credit: Cartier

By EMILY IRIS DEGN

French jewelry maison Cartier is contextualizing its creations in a Parisian setting.

Global brand ambassador Lily Collins stars in the label's summer campaign, which showcases a luxury range of accessories against the backdrop of the British American actress's holiday in the City of Light. From long-standing core offerings to new releases, the selection is featured in various moments of a 24-hour snapshot of the star's vacation, enabling Cartier to potentially benefit from two popular marketing trends: first-person product narratives and celebrity engagement.

"This campaign is really natural, effortless and seamless," said Kimmie Smith, cofounder and creative director of *Athleisure Mag*, New York.

"Although they are looking through the lens of a Parisian holiday, it reads more of a vibe of just enjoying the average day and how we can infuse timeless luxury into it," Ms. Smith said. "As we are all buzzing from the French infusion we have enjoyed with the Olympic Games, we were all amazed by how we were able to see some of our favorite sports being played casually within iconic locations where the everyday met the historic!"

"I think that Cartier has that sentiment regardless of the pieces that you collect and wherever you choose to enjoy them; even a moment sitting in your favorite cafe can have that elevated feel with that signature piece solo or in conjunction with other pieces."

Ms. Smith is not affiliated with Cartier, but agreed to comment as an industry expert.

Summer in the city

In a series of images, Ms. Collins is pictured enjoying the capital of France while sporting Cartier accessories.

She gives advice on how to spend a summer in the famous city, shared on Cartier's digital channels: "Always keep the captivating spirit of the panther close, whether it is in the form of an invisible aura, an audacious timepiece or a precious purse."

Her adventures as a tourist are laid out chronologically, beginning with breakfast at 9 a.m. While feasting on croissants and fresh fruit from her bed, she is accompanied by more than \$156,000 worth of jewelry, watches, purses and dishes, including the \$83,500 Coussin de Cartier ring and the \$640 Panthre de Cartier round tray.



The 35-year-old has 28.1 million followers on Instagram, while Cartier has an audience of 14.9 million. Image credit: Cartier

The rest of the visuals follow suit, showing the actress participating in classic tourist activities around Paris with her plethora of goods from the French maison.

Granting it a timely nature, the campaign features specifically summertime moments, from sunbathing along the Seine to people-watching at an outdoor cafe to partying on the rooftop of Place Vendôme. The products that are included in each scene with Ms. Collins vary in collective value, but the arrays stay above \$13,600 and tend to lean closer to \$50,000.

The house has been rolling out the motifs on social media for two weeks now, aligning with the Paris 2024 Olympic and Paralympic Games, which shares the same setting as the campaign. Cartier makes references to the world of athletics throughout its posts, with one caption reading, "The most extreme of Parisian sports? Le shopping. Accessories must be oversized, from sunglasses to tote."

Notes on local traditions and the nation's language are sprinkled throughout, placing the label's items into the universe of Parisians.

"There are so many reasons why this works," said Ms. Smith.

"Lily Collins is the main character of Netflix's 'Emily in Paris,' and she is already known as a woman from another part of the world who is now in Paris," she said. "She is already connected with this heritage house and she is known to be someone who is fashionable, playful and wears coveted items that others would love to include in their wardrobes as well.

"The concept of a Parisian holiday can be enjoyed even if you're not in Paris, as we can all do a picnic in the park, create the perfect charcuterie boards or, in the case of being in New York City, find a French restaurant where we can get a feeling of being overseas without having to worry about the luggage."



From personalized bracelets to “watches set to summer time,” Cartier’s pictured products play into timely trends. Image credit: Cartier

With Paris being so famous for its luxury scene, the advertising affirms both the maison’s prestige reputation and brand identity.

These strategies have been proven to boost profits, particularly in the midst of the slowdown at large as many consumers question the true cost of goods. Customers, including aspirational shoppers and affluents, want to see a human touch applied (see story) and the inclusion of familiar faces (see story).

With the campaign centering on a first-person perspective and a woman who has long appeared on the screens of spenders, perhaps Cartier can strike the right balance.

“When you present something through the lens of a celebrity, it allows those who are aware of the person to see if that is something that seems to be authentic to that person,” said Ms. Smith.

“When you think about Lily, she and her character Emily are intertwined in terms of style and personality,” she said. “Lily may not wear all of the items that her character does, but there are elements that connect the two and it comes off as authentic, and it’s nice to have her within a setting that viewers associate with her.

“You can look at the bags, rings and bracelets and see that that is something that you or someone you know would wear and that is when the sale begins, prior to the actual transaction that takes place between payment and product exchange.”

An honorary Parisian

The one notably un-French element of this new advertising round from the jewelry house is its star.



Ms. Collins is both the main character of “Emily in Paris” and Cartier’s summer campaign, both of which taking place in the City of Light. Image credit: Cartier

Ms. Collins, born in Guildford, United Kingdom, was raised in Los Angeles. However, having been on television and in the movies since the age of two, as an adult she has made a name for herself as the lead in the hit Netflix series, “Emily in Paris.”

The Emmy-nominated program has captured the attention of the public.

The third and latest season spent five weeks in the Global Top 10 TV ranking compiled by Netflix, making it onto the list in 93 countries. The second season did so in 94 countries, being in the top 10 for six weeks.

A fourth season is coming this week, with five episodes releasing Thursday, Aug. 15. The second five are premiering on Sept. 12, 2024.

As the main character, Ms. Collins has become an honorary Parisian in the eyes of the public. She starred on the cover of *Vogue France*, specifically the December 2022-January 2023 edition, and is often interviewed about both her professional and personal

experiences in the capital.

Cartier calls her “the most Parisian of Americans.”

This identity has long been at the heart of collaborations between Ms. Collins and the company, which recruited her as an ambassador in 2021 ([see story](#)).



“Emily in Paris” and the Cartier campaign are fashion-centric, playing into Paris’s history of design. Image credit: Cartier

Though she is not from the region herself, her undeniable ties to it give her a duality in the jewelry maison’s marketing. She can represent Paris as someone in the know, while simultaneously being a tourist, the latter of which potentially being more relatable to the global audience.

“Lily Collins is young and yet she is trailblazing in her career in a show that has multigenerational characters so people are familiar with her, and it lends itself to drawing a wide demographic whether its age or personal style,” said Ms. Smith.

“Many of the pieces from Cartier are iconic and can be gifted to yourself or someone else and it creates a story that continues to live well after obtaining the desired items,” she said. “The collection that is included in this campaign could make enthusiasts or soon to be new customers generate a list of items that they should think about having personally.

“They are classic and timeless, and that is how loyalty can be built as people can envision themselves wearing something.”