

RETAIL

Cartier opens boutique at LAX

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*The new store merges French design with local stylistic influences. Image credit: Cartier*

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French jewelry maison Cartier is expanding its travel retail presence.

This week, the brand announced the opening of its first airport boutique on the West Coast inside Los Angeles International Airport (LAX). Operated in partnership with luxury travel retailer DFS Group, the new storefront furthers Cartier's ongoing global airport expansion plan, which began in 2020.

"We are excited to begin the new year with the opening of a new Cartier boutique at Los Angeles International Airport," said Walter Bolognino, president and CEO of **Cartier North America**, in a statement.

"Having been home to Cartier for more than 50 years, the Los Angeles community has been and continues to be incredibly special to us," Mr. Bolognino said. "We look forward to welcoming guests from near and far into our beautiful new space at Cartier LAX."

Flying high

Situated in the Tom Bradley International Terminal, the boutique offers a curated collection of the maison's signature jewelry, watches, fragrances and leather goods.

The new storefront mixes French design codes with local inspirations. Its facade draws from the California coast, adorned in wave-patterned champagne gold panels; meanwhile, the interior features a color palette of tans, blues and oranges in a nod to the beachfront spaces that are prevalent across the western edge of the city.



The company is working towards achieving LEED sustainability certification at the store. Image credit: Cartier

When walking into the retailer, guests are greeted by a custom mural that combines the maison's panther symbol and the iconic L.A. skyline.

"The opening of the LAX boutique symbolizes our commitment to establishing a strong and balanced presence in key strategic airports worldwide," said Virginie Martignac, global travel retail director at Cartier, in a statement.

"As we celebrate this achievement, we look forward to our collaboration with DFS and LAX to shape the future and immerse luxury travelers in a unique experience that blends the creativity of Cartier with the vibrant essence of L.A."

Cartier's LAX location is open daily from 8 a.m. to midnight.

Other high-end jewelry maisons are expanding their global retail presence as well, with Tiffany & Co. opening a new boutique in China earlier this month ([see story](#)).