

WATCHES AND JEWELRY

Behind-the-scenes stills accompany new campaign for Cartier LOVE Unlimited

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Preempting the launch of the brand's LOVE Unlimited collection is a film project that reunites American filmmaker Sofia Coppola with actor Jacob Elordi, who makes his first appearance as a house ambassador. Image courtesy of Cartier

By AMIRAH KEATON

French jewelry maison Cartier is flipping one of its most enduring designs.

Preempting the launch of the brand's LOVE Unlimited collection is a film project that reunites American filmmaker Sofia Coppola with actor Jacob Elordi, who makes his first appearance as a house ambassador. Shot across New York City, the hero product at the center of the new campaign is a flexible reinterpretation of Cartier's classic bracelet, born in 1969 and now entering its next era.

"It's my great pleasure to work with Sofia again on the new Cartier LOVE bracelet," said Mr. Elordi, in a statement.

"It pays tribute to love, and the artistic spirit of New York and the movies inspired by it."

Cartier LOVE's next chapter

In its latest creative chapter, Cartier's storied past complements a contemporary approach to design innovation.

Campaign visuals show Mr. Elordi in candid moments. Seen, for instance, resting in bed, aiming his own film camera and walking through city streets, the low-fi frames bring a sense of quiet affection to the marketing narrative, which Cartier calls an "atmospheric dual exploration of NYC and emotion."

The ability to capture the movie star comfortably is rooted in previous collaboration: Ms. Coppola directed Mr. Elordi, who played Elvis Presley, for the biographical drama film *Priscilla*, released in 2023.

Isabella Elordi, the actor's sister, contributes behind-the-scenes photographs that blur the boundaries between subject and observer, the presentation of hard-to-replicate campaign imagery lending additional layers of intimacy to the effort.



Campaign visuals capture Mr. Elordi in candid moments. Image courtesy of Cartier

"It was great to see Jacob and shoot him in an easy, casual way," said Ms. Coppola, in a statement.

"I thought since it's for love, that it should feel close to him and didn't want it to be too professional," she said. "It's an idea of a romantic weekend in NY with Jacob, when you're with someone you love and you don't want to do much but just hang out...with the skyline of NY out the window, full of possibilities."

What ultimately sets this edition apart is the debut of the LOVE Unlimited collection, which differs from its predecessor in unexpected ways.



The hero product at the center of the new campaign is a flexible reinterpretation of Cartier's classic bracelet. Image courtesy of Cartier

Instead of arcs locked in place, LOVE Unlimited employs modular gold links and an internal clasp that disappears into the form, enabling fluid movement and connection. The upgraded Cartier bracelet can be worn as a single piece or interlinked.

Cartier retains certain signature elements such as the screw motifs and oval proportions, but now blends them into a more body-conforming silhouette.

This marks the collection's first major evolution since the mind responsible for the original LOVE bracelet, Italian jewelry designer Aldo Cipullo, introduced it 56 years ago.

Modern storytelling

The new film continues Cartier's dialogue between heritage and modernity. The LOVE Unlimited project arrives amid renewed attention to the bracelet's legacy, as vintage designs surge in resale value ([see story](#)), and luxury shoppers continually embrace the enduring cultural resonance of the accessory.

Mr. Elordi, known for roles in movies including *Saltburn* and television shows such as *Euphoria*, embodies a generation specifically for whom personal style is as emotional as it is aesthetic. Through his portrayal, the brand positions its LOVE line not just as jewelry, but as a medium for self-expression that transcends eras.

Cartier's decision to work again with Ms. Coppola, who previously directed a La Panthre fragrance film for the maison, continues

a strategy of aligning cinematic craft with fine jewelry storytelling. In this vein, the campaign illustrates how the house continues to collaborate with creators whose visual languages translate timeless ideas for new audiences ([see story](#)).

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