

INTERNET

## Cartier tailors catalog strategy for digital audience

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By TRICIA CARR

French jeweler Cartier is adding digital calls to action to its jewelry catalog by releasing the latest one via email.

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**Luxury Daily**

The jeweler sent consumers on its list an email late last week prompting clicks to the digital version of the new jewelry collections book. The e-catalog offers consumers touch points so that they can find each item on Cartier's Web site, view additional details and pricing and make a purchase.

"For Cartier, the overall strategy looks to encompass several important marketing objectives," said Leane Brenes, creative director at [Brenes Co.](#), New York. "First, the content itself is consistent with the strong branding that Cartier carefully creates and manages across a targeted multichannel plan.

"Cartier brilliantly continues to evolve as a brand, while staying true to their roots," she said. "From the 'L'Odyssée de Cartier' film launch last year to e-catalogs, Cartier engages their customer with rich, beautiful content and extraordinary product.

"Direct, actionable and trackable, the e-catalog format enables clickable purchasing through compelling content, which is a feature that printed catalogs cannot offer."

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

**Cartier** did not respond before press deadline.

## Online shopping

Cartier's e-catalog is presented two pages at a time. Consumers can use the arrows on either side of the page to scroll through the digital book or click the upward arrow at the bottom of the page to view a pop-up menu displaying all of the pages.

The catalog kicks off with a brief text and pictorial history of Cartier jewelry.



Upon entering the Cartier boutique on Rue de la Paix, one feels a unique rush of rich, lively memories.  
The boutique, jewelry workshops and archives are all gathered together in this exceptional abode. These entities that act as one, three founding pillars of a great jeweler.  
13 Rue de la Paix is the heart and soul of Cartier, a place where desire, imagination and reality come alive.

## Catalog pages

Then, each set of collection pages starts off with a poem.

The first collection in the book is the Panthère de Cartier line. Next to a close-up image of the Panthère de Cartier pendant is a poem about the collection.



### *Feline elegance*

Her emerald green eyes meet yours. Enchanting.  
With her diamond and onyx body, she challenges you.  
Casting a spell.  
She is the Cartier panther.  
Her name will be forever linked to that of Joanne Tassanig, Louis Cartier's muse and director of the Jewelry department in the 1930s.  
A woman, a jewel.  
The same spirit of freedom and modernity.  
The same destiny:  
like a sculpture, the slender feline silhouette goes hand in hand with the legend of Cartier.

## Panthère de Cartier collection

Other lines shown in the e-catalog are Caresse d'orchidées par Cartier, Cartier d'Amour, Diamants Légers de Cartier, Trinity, Love, Juste un Clou and Entrelacés.



### Trinity

Since 1916, history has joined legend.  
 Marked by a special moment,  
 a singular fusion.  
 Three or six bands of gold and diamonds,  
 brought together in fluid motion.  
 A sign of love to be worn,  
 from generation to generation.

### Trinity section

All necklaces, bracelets, rings and other pieces are shown next to a plus-sign icon that, when clicked, opens a box to show the collection name, item name, materials, item number and a link to find out more.



### Juste un Clou

An unbridled transformation with a remarkable strength.  
 ✕ set in the 1970s  
 the creative frenzy in New York,  
 in Clou is a creation that floats convention.  
 direction traces the outlines of a style  
 both modern and daring.

#### JUSTE UN CLOU COLLECTION

+ Bracelet, extra-large model, pink gold.  
 N4839316

Find out more

### Juste un Clou section

Consumers can click to view the item on Cartier's U.S. e-boutique where they can purchase the item if available, read a full description, view video on the collection and contact an ambassador.



### JUSTE UN CLOU

JUSTE UN CLOU BRACELET,  
 EXTRA LARGE MODEL  
 Pink gold

REF: N6629316

An unbridled transformation with a remarkable strength. Designed in the 1970s during the creative frenzy in New York, Juste un Clou is the expression of a rebellious nature and the reflection of self belief. This collection traces the outlines of a style that is both modern and daring.

18K pink gold bracelet,  
 Extra large model.

\$34,650

and sales tax

Size

Some size

CALL 1 800 227 6437

ADD SELECTION TO WISHLIST

REQUEST INFORMATION  
 CONTACT AN AMBASSADOR

## *Product page*

### Mail man

Cartier is one of the few luxury marketers that sends seasonal direct mail catalogs to its customer list.

In December, the jeweler pushed its collections amongst geographic snowflakes in a direct mail catalog that addressed recipients through a personalized letter.

The 42-page catalog was presented between a white cardboard cover that showed the Cartier brand insignia in dark red and three-dimensional snowflakes.

The winter theme was present throughout the catalog since jewelry and accessories are shown photographed next to snow-like embellishments ([see story](#)).

Cartier is likely offering a digital catalog to complement its direct mail efforts so that it can have a presence on the channel where its core audience is seeking information, per Ms. Brenes.

Also, the digital calls to action that Cartier used in its e-catalog are unique to the platform.

“A digital presence for a luxury brand is a key component of a successful marketing plan,” Ms. Brenes said.

“Although I believe Cartier's audience has a deep appreciation for the printed catalogs and values the beauty of their content, Cartier's audience is becoming more and more active online, especially as their target market includes a younger affluent demographic,” she said.

### Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*