

IN-STORE

## Cartier boosts New York foot traffic via limited-time installation

June 6, 2013



By ERIN SHEA

Richemont's Cartier is boosting foot traffic to its New York boutique by hosting an installation for its revamped Paris Nouvelle Vague collection.

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**Luxury Daily**

The French jeweler is luring consumers into its store by hosting the special installation June 6–14 at the 653 Fifth Avenue boutique. Cartier is likely offering the exhibit in-store to increase foot traffic during the typical lull in New York during the summer months.

“New York is a bit of a ghost town in the summertime, certainly for retail, so the first thing to do is create a reason to get people out to the store,” said Paula Rosenblum, managing partner at [RSR Research](#), Miami, FL.

“An installation that promises a bit of Paris in New York creates a certain sense of adventure and curiosity that should drive some traffic to see the new collection,” she said.

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

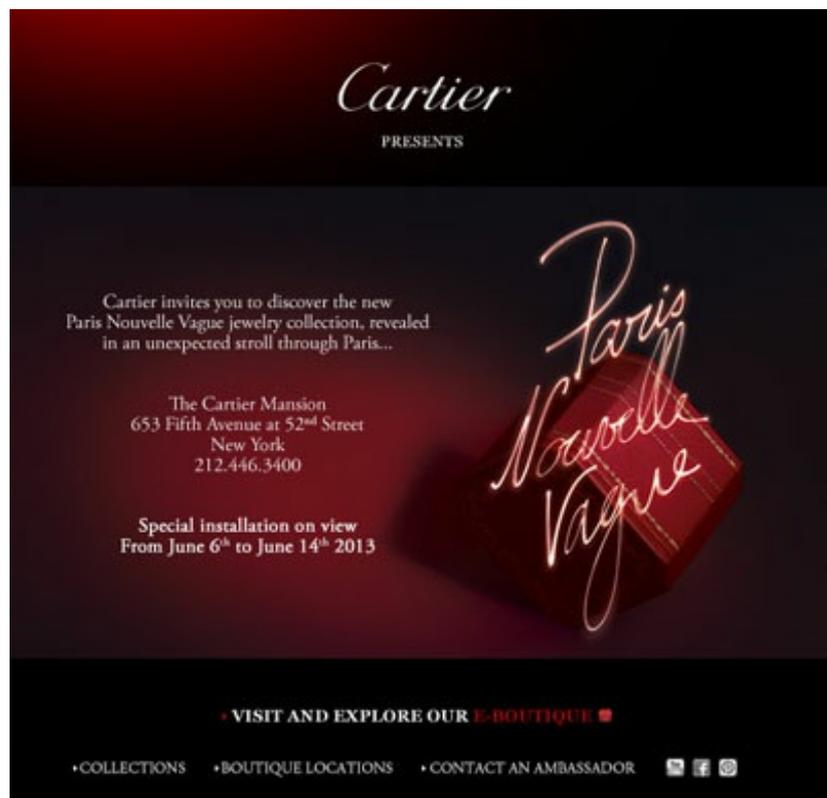
[Cartier](#) did not respond by press deadline.

Paris in New York

Cartier sent an email to its customers June 5 to entice them to come into its Manhattan

boutique to experience the installation. The subject of the email was “Experience Paris in New York.”

The email offered limited details about the installation, but made clear that it was only available for nine days in June.



### *Cartier email*

The installation is celebrating the newly revamped Paris Nouvelle Vague jewelry collection by giving consumers a taste of Paris culture.

The new Paris Nouvelle Vague collection debuted today along with the opening of the in-store installation.

Cartier is likely aiming to capture the attention of consumers through the mystery of the email.

“The Vague collection was first released by Cartier in 1999 and the reintroduction has been carefully planned to create a new mystique, which should catch the interest of their target audience,” said Dave Rodgers, senior management consultant of retail strategy and change at **IBM Canada**, Toronto.

“The concept of jewelry that reflects the feelings and romance of Paris may be an effective way to create an emotional connection with the high-end consumer who wants to communicate how she feels about herself through her jewelry,” he said.

“Each of Cartier’s collections carries the name of a feeling that might be inspired in a woman as she walks through Paris and experiences its magic.”

### Big apple

Cartier has specifically targeted its New York-based consumers in other campaigns.

For instance, the jeweler is generating desire for its engagement rings and wedding bands among affluent brides through a solo sponsorship of the iPad application for New York magazine's weddings edition.

For the first time, consumers can download the latest issue of the semi-annual New York Weddings magazine free of charge since Cartier is sponsoring the app ([see story](#)).

Last summer, Cartier decked out New York magazine's The Cut Web site with advertisements for its Tank Anglaise timepiece that linked to its campaign microsite.

Cartier took out leaderboard, masthead, banner, side-panel and inter-text ads on the style blog to raise awareness for the digital Tank campaign in New York, the largest United States market ([see story](#)).

Now, Cartier's Paris Nouvelle Vague installation could be targeting these consumers to get a head start on holiday marketing.

"I believe the installation is also designed to warm people up to the products and start creating some thoughts around the holidays," RSR's Ms. Rosenblum said. "In other words, it's a very early holiday offering that's pleasantly wrapped."

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

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