

MAIL

Cartier spurs holiday sales via personalized note, winter catalog

December 4, 2013



By JEN KING

French jeweler Cartier shared the “magic of winter” with its valued consumers in its annual direct mail catalog that is accompanied by a personalized holiday message.

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Luxury Daily

Cartier’s winter catalog featured 43 pages of high-jewelry designs set against a motif of ice crystals on high-gloss, thick paper. The ice theme began on the cover where the Cartier logo appears in red against a stark white page with an edging of embossed ivory lines meant to resemble frost on a window pane.

"Personalization always lends a level of intimacy, especially in luxury purchases," said Elizabeth DeMaso, managing director of [Clutch Collective](#), New York.

"Receiving a letter from Cartier’s CEO helps make a more personal connection with the brand and makes it feel more like your local jewelry store versus a global brand," she said.

"This also speaks to the company’s commitment to customer satisfaction and how they value that relationship."

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

Cartier did not respond before press deadline.

Seasons greetings

Sent to recipients in a thick paper envelope, the catalog was accompanied by a personalized holiday message from Cartier North America's president and CEO Emmanuel Perrin. The letter's content opens with a sentence tying together the ice motif by stating, "With the first flurry of snow, and the glimmer of frost, come the delights of the holiday season."

The remainder of the holiday message penned by Mr. Perrin stated, "A unique moment to be dazzled by the latest creations from our jewelers and master watchmakers. These stunning pieces capture the magic of winter, from precious animals to the new Paris Nouvelle Vague Collection and our exceptional timepieces. Discover the world of enchantment in the exquisite setting of our boutiques or e-boutique at www.cartier.us, where it will be our great pleasure to welcome you."

The letter concluded with Cartier wishing the recipient "a wonderful Holiday season with your family and loved ones."



Dear Mr. Alam Khan,

With the first flurry of snow, and the glimmer of frost, come the delights of the holiday season.

A unique moment to be dazzled by the latest creations from our jewelers and master watchmakers. These stunning pieces capture the magic of winter, from precious animals to the new Paris Nouvelle Vague Collection and our exceptional timepieces.

Discover this world of enchantment in the exquisite setting of our boutiques or e-boutique at www.cartier.us, where it will be our great pleasure to welcome you.

Cartier wishes you a wonderful Holiday season with your family and loved ones.

Sincerely,

A handwritten signature in black ink, appearing to be "Emmanuel Perrin", written over a horizontal line.

Emmanuel Perrin
President & CEO
Cartier North America

9689

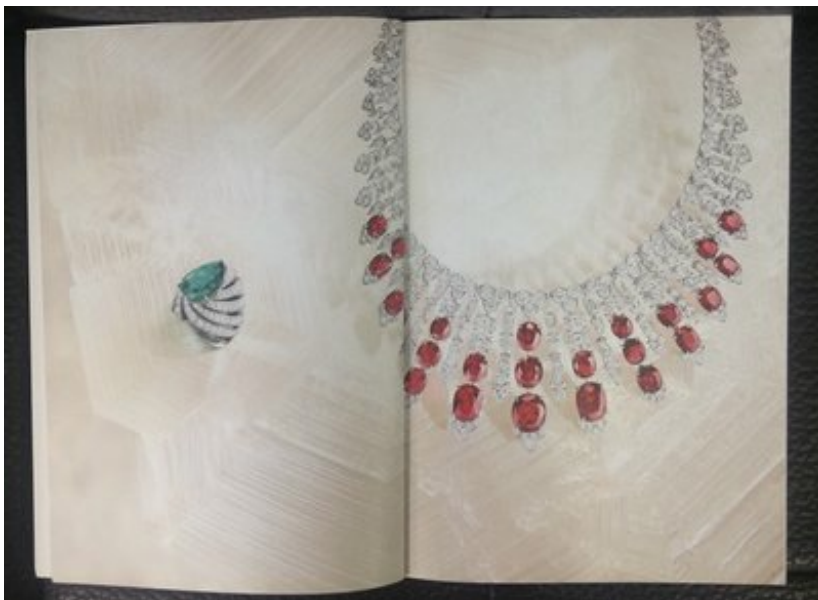
Personalized letter

Cartier's catalog began with its signature red box slightly ajar opposite a blank white page. Below the box are the words Cartier Creations Winter 2013 in French and English.



Introduction page

The first piece of jewelry featured in the catalog was an emerald ring from the High-Jewelry collection. The pear-shaped emerald shared the page with a ruby and diamond necklace also from the High-Jewelry collection.



Ring and necklace from the High-Jewelry collection

Both the ring and necklace were displayed on a bed of ice resembling a snowflake under a microscope.

Cartier's iconic panther motif appeared on five pages of the catalog, all of which were displayed on various ice filigrees.

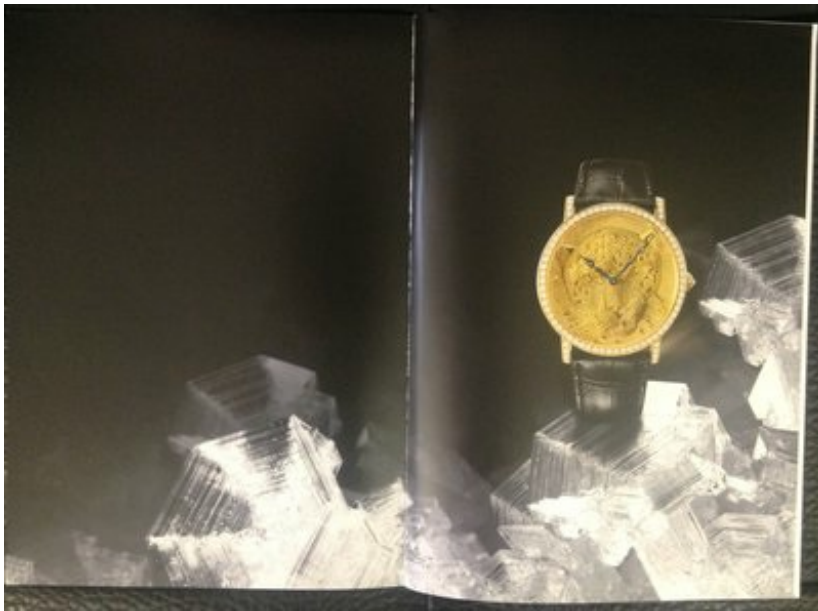
The first three pieces, a necklace, dangling earrings and a ring were from the Panthere de Cartier collection. Only the necklace, set with onyx, emeralds and diamonds, listed its price at \$229,000.



Panthere de Cartier Collection necklace

Pages 28-29 featured a Cartier d'Art Collection watch on its face in 18-karat rhodiumized white gold and encrusted with diamonds as a group of panthers and cubs circled. Numbered and limited to 30-pieces the price of this watch is available upon request.

On the last page, Cartier featured another timepiece from the Cartier d'Art Collection watch made with a 22-karat yellow gold panther on its face. This wristwatch's price is available upon request and is limited to 20 numbered pieces.



Cartier d'Art Collection panther watch

Additional collections featured in the catalog were Caresse d'Orchidées par Cartier, Les Heures Fabuleuses de Cartier, Paris Nouvelle Vague and various Cartier Tank wristwatches.

Although the main focus of the catalog was Cartier's fine-jewelry collections for women, it also featured clutches, wallets, sunglasses and a fountain pen. Men's gifts are well represented in the catalog with cufflinks, leather wallets and watches ranging in price from \$6,600 to \$87,000.



Cartier credit card wallet, limited edition sunglasses and a Tank MC collection watch

Enthusiasts interested in purchasing items in the catalog were able to reference a price list supplement that also featured product information.

A flurry of efforts

Cartier is also appealing to the masses through its annual animated holiday campaign.

The jeweler's fourth annual "Winter Tale" video that frames its jewelry and watches in an enchanted and playful light.

Debuting Nov. 19, the fourth installment of a Winter Tale continues an ongoing tradition that Cartier enthusiasts look forward to each winter season. Continuing, but reinterpreting, a festive campaign stirs up enthusiasts' nostalgia and becomes part of their holiday season routine ([see story](#)).

In year's past, Cartier also used a multilayered approach to reaching its core consumers in the weeks before the holidays.

During 2012, Cartier flaunted its collections amongst geographic snowflakes in a direct mail catalog that addresses recipients through a personalized letter ([see story](#)). Cartier also looked to boost sales of its holiday gifts through an animated short film that features products from its men's and women's collections ([see story](#)).

Even as marketing budgets continue the tilt toward digital, print is still a successful marketing strategy.

"Print catalogs remain an effective way of building brand and product awareness," Ms. DeMaso said.

"They are especially useful during holiday and gift giving occasions as shoppers browse for inspiration," she said.

"A good catalog will educate the customer and build confidence, ultimately assisting the sales associates at the time of purchase."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/otxVjp06mJI](http://www.youtube.com/embed/otxVjp06mJI)

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