

IN-STORE

Cartier drives London flagship traffic via diamond display

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By JEN KING

French jeweler Cartier is inviting enthusiasts to its London flagship Dec. 9-24 to show its array of diamond jewelry right in time for the holiday season.

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Luxury Daily

The Diamond Salon event positions Cartier's current creations alongside its legacy of bespoke jewelry that has grown over the year. Observing jewelry steeped in history may entice attendees to make a purchase, especially with the call for gifts getting louder with each passing day.

"At the Cartier Maison we have a longstanding history of working with beautiful precious stones, with some of the most famous diamonds in the world," said Laurent Feniou, managing director of [Cartier UK](#), London.

"This Diamond Salon really is aimed at bringing this savoir-faire to new and existing clients, whether it is the perfect engagement ring a couple are looking for as they step forward together, or set of diamond earrings for a special anniversary," he said.

"Also, creating this salon in one of Cartier's three core 'Temples,' the others being 13 rue de la Paix in Paris and Fifth Avenue in New York, makes the event very special."

Diamonds for the holidays

The latest event will be held in Cartier's New Bond Street boardroom. The room is seen as the heart of Cartier's boutique and has seen countless moments of the jeweler's history.



Cartier's Bond Street location

In addition to the history in the boardroom, the space is also dedicated to Cartier diamonds. The room has engagement rings, pendants, earring studs and creative high-jewelry collection pieces on display.

During the three-week event, consumers and enthusiasts alike will have the opportunity to view more than 150 of Cartier's diamond pieces. Attendees will have the personal attention of a diamond expert sales associate to answer any questions and assist with purchases.

Following the lead of the traditional upswing of engagements during this time of year, the Diamond Salon event is also meant to promote Cartier's selection of diamond rings.



Cartier engagement ring

Cartier offers a "Set by You" service in its boutiques that allows consumers to choose from 17 settings, in addition to selecting a diamond to create the piece. The diamond experts,

on hand at the December event, are the only Cartier sales associates with the knowledge and ability to select diamonds.

Stepping up to the counter

Other jewelers have used in-store technology to help consumers make informed diamond purchases.

For example, jeweler De Beers unveiled an in-store iPad application that helps consumers create a customized engagement ring to promote its bespoke options.

The “For You, Forever” app was designed in collaboration with mobile specialist Somo and allows consumers to compare diamonds and settings while shopping for the perfect engagement ring ([see story](#)).

Even with new technology at hand, an in-store event is always the best way to generate interest in the physical experience of a brand.

For instance, Cartier boosted foot traffic to its New York boutique by hosting an installation for its revamped Paris Nouvelle Vague collection.

The French jeweler lured consumers into its store by hosting the special installation June 6–14 at the 653 Fifth Avenue boutique. Cartier likely offered the exhibit in-store to increase foot traffic during the typical lull in New York during the summer months ([see story](#)).

If an event is the first of its kind at a particular location, that alone may spark interest among enthusiasts.

“The in-store event at the New Bond Street location will welcome consumers into a world of beautiful creations, and the broad and creative offering Cartier has in diamonds,” Mr. Feniou said.

“This is the first salon of its kind that we have held at this location, and just before Christmas it is the perfect opportunity to share the magic of the Cartier red box,” he said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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