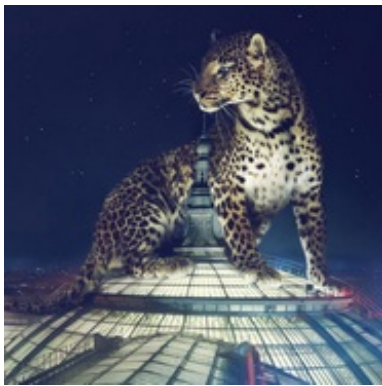


EVENTS/CAUSES

Cartier renews interest in Paris exhibit's final weeks through magazine

January 30, 2014



By JEN KING

France's Cartier is bringing its Parisian exhibit at the Grand Palais to a global audience by revealing the displays that pay homage to the jeweler's legacy in its digital magazine, Rouge Cartier No. 32.

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Cartier's "Le Style et l'Histoire" exhibit runs through Feb. 16 and spans several decades of the jewelry's heritage and artistic expression through fine jewelry. By expanding the exhibits' reach beyond visitors to Paris through its digital magazine, Cartier may stimulate in-store traffic.

"Cartier is again demonstrating its mastering of digital," David Benattar, CEO of [Antebellum](#), New York. "Leading the way on how one should bring the richness of an heritage brand to life online.

"Fundamentally, Cartier is offering consumers a multi-layered experience of the Grand Palais exhibition, one click at a time," he said.

"We see a an impressive library of content and a dynamic architecture that turns this digital magazine into a fulfilled fantasy, as well as an uber-clever presentation of the brand history."

Mr. Benattar is not affiliated with Cartier, but agreed to comment as an industry expert.

Cartier did not respond by press deadline.

All access pass

To build anticipation for the exclusive look inside the Grand Palais exhibit, Cartier posted a teaser video that directs consumers to the jeweler's Web site.

By not posting the magazine's link directly to its Facebook, Cartier was able to bring its target consumer to its Web site where they are more likely to explore current collections as well as materials on the exhibit.



Teaser on Facebook

A second post featured the exhibit's flyer with text directing the consumer once again to Cartier's Web site. A click-through lands on the jeweler's homepage where the exhibit slide appears first with two options: learn more about the exhibition and discover the e-magazine, Rouge Cartier.

Selecting to learn more about Le Style et L'Histoire brings the consumer to an overview of the event's details. Visitors to the Le Style et L'Histoire exhibit can view more than 600 pieces that represent Cartier's legacy from its founding in 1847 through the mid-1970s (see story).

For those who are unable to attend but wish to learn more about Cartier and its collection of historic pieces, the magazine option takes the consumer on a digital tour through its highlights. Once loaded the cover page of No.32 of Rouge Cartier displays the same flyer found throughout the jeweler's promotion of the exhibit.



Rouge Cartier Issue No. 32 cover

The Rouge Cartier issue is streamlined and segmented into four chapters that include an event introduction and subsequent sections on tiaras, mystery clocks and items from Cartier's archives. By scrolling downward, the consumer can take a virtual tour of the featured content or use the contents bar on the upper right hand of the screen to navigate the issue.

Rouge Cartier first section features its signature panther standing on top of the Grand Palais' glass dome alongside a second brief description of the event.

Further down, a selection of Cartier pieces included in the exhibit can be viewed such as a flamingo brooch commissioned by the Duke of Windsor.



Cartier brooch commissioned by the Duke of Windsor

Section two of Rouge Cartier No. 32 is dedicated to the jeweler's experience crafting tiaras for members of royal families throughout the world.

A two-minute video reinforces Cartier's nickname as "jeweler to kings" by highlighting notable tiaras and jewelry crafted by Cartier and worn by royals such as French Princess Marie Bonaparte, Queen Victoria Eugenia of Spain, Queen Elizabeth II and the Duchess of Cambridge, both of Britain.

Cartier's "Joaillier des rois" film

In addition to the video, a timeline is also featured that gives a briefing of the item created by Cartier for various monarchs.

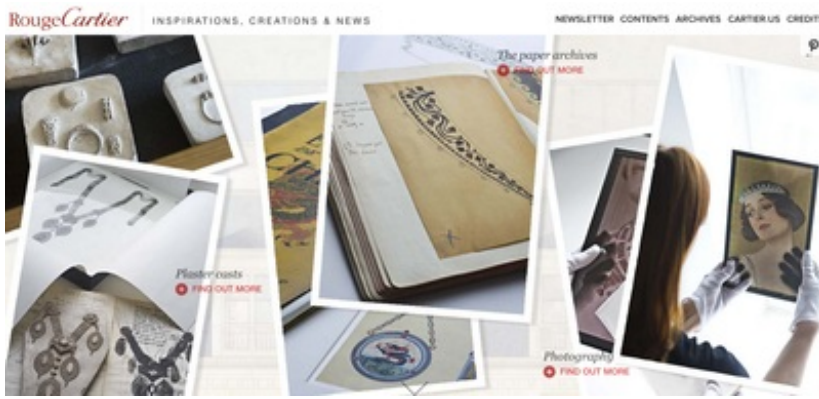
Cartier's third section is devoted to its innovative Mystery Clock first produced by the jeweler in 1912. Each featured Mystery Clock in Rouge Cartier has an external link that leads consumers interested in horlogerie to a living history Web site for more information.



Cartier Mystery Clock

Lastly, the fourth category is dedicated to Cartier's expansive archives that feature plaster casts dating from 1900-1920, order books and sketches of some of the house's finest works. Cartier began archiving its collections in the 1970s to preserve its heritage for future generations to experience.

The issue ends with still photographs of Cartier pieces worn by various royals, jewelers at work and sketches set against a watercolor drawing of the jeweler's flagship in Paris.



Cartier archive documents

Committed consumers

Brands have steadily organized museum exhibits for consumers to experience heritage in a thoughtful, brand-curated way. In theory, these exhibitions should be used to introduce a brand to a new range of consumers but they are more likely to attract only the most dedicated of consumers ([see story](#)).

Similarly to Cartier's tactic of incorporating its branded blog to fete its exhibit, brands that make use of technology can benefit by reaching a wider audience regardless of geography.

For example, French jeweler Van Cleef & Arpels is enhancing the physical experience of its museum exhibit, "A Quest for Beauty: The Art of Van Cleef & Arpels," Oct. 27 through Feb. 15 at the Bowers Museum in Santa Ana, CA, with a mobile audio application.

Van Cleef & Arpels' "A Quest for Beauty" mobile app acts as a curated tour that is designed to guide enthusiasts through the exhibit. Unlike traditional museum plaques, the app aims to engage enthusiasts on more levels and will allow consumers unable to attend in person to still learn about Van Cleef & Arpels' designs ([see story](#)).

Digital has the ability to reach consumers no matter their location to ensure inclusion in all the brands' doings.

"Think about the possibility of accessing Cartier at the Grand Palais exhibition anywhere anytime," Mr. Benattar said. "From your iPad in your hotel room to your coach in your house. Ubiquitous content access that pulls you in and gets you to come back.

"When we think about a grand Cartier awareness campaign, we immediately remember the epic L'Odysée de Cartier, with its 17 million views."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/YwVzDDZYUgg](https://www.youtube.com/embed/YwVzDDZYUgg)