

IN-STORE

## Cartier reassures consumers during renovations via temporary Fifth Avenue boutique

April 2, 2014



*Cartier's Fifth Avenue flagship*

---

By JEN KING

French jeweler Cartier is temporarily relocating further up New York's Fifth Avenue while its flagship goes under extensive renovations through 2016.

**Sign up now**

**Luxury Daily**

To ensure that there is no lapse in service, Cartier decided to relocate for the time being rather than shutting its doors completely during construction. This retail strategy places emphasis on Cartier's quality of customer care and service as the jeweler does not want to disrupt the purchasing preferences of local and visiting enthusiasts.

"Cartier has done the right thing in maintaining a storefront presence in Manhattan," said Dave Rodgerson, retail business development executive at [Microsoft Canada](#), Toronto.

"Whether the time to retrofit their location is a few weeks, or more likely a few months, it's important to keep the brand experience alive and continue to connect with your customers," he said. "This will not go unnoticed by their faithful clientele."

"With respect to store traffic, I see this as a positive opportunity. In retail, the opportunity to

create change is always a driver of customer interest.”

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

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

A home away from home

Cartier’s new home for the next few years will be referred to as its 59th Street boutique, although its address is technically 767 Fifth Avenue, to not confuse the space with the jeweler’s flagship. The jeweler’s flagship at 653 Fifth Avenue has been a part of Fifth Avenue’s flourishing high-end retail scene since 1917.



*Front facade of Cartier's flagship boutique*

The move to 767 Fifth Avenue, a distance of 7 blocks north from Cartier’s flagship, will limit travel for consumers living in the area that frequent the jeweler’s boutique for service, cleanings and purchases.

Cartier’s 767 Fifth Avenue boutique, set to open April 4, is housed in the General Motors Building which also includes Apple and F.A.O Schwarz toy store, both commonly frequented by tourists. Cartier’s temporary location will also position the jeweler closer to competitors such as Tiffany & Co. and Van Cleef & Arpels, both on the corner of 57th Street.

This boutique will also be closer to New York retailer Bergdorf Goodman and Fairmont's The Plaza Hotel.



Google Earth street view of 767 Fifth Avenue

To ensure that its local consumer base is aware of the relocation, Cartier’s 59th Street boutique director, Keeley Smith Cabot mailed out a letter to reassure clients that the renovation will not impede the jeweler’s daily operations.

In the letter, Ms. Cabot personally informs the consumer that “offering the best luxury experience to Cartier clients remains [the] first priority” and that Ms. Cabot and her team are “dedicated to providing [consumers] with the highest level of excellence.” Also, included is a telephone number where the team can be reached for further assistance.

Cartier also placed a mobile pop-up advertisement on The New York Times’ Web site on March 30 to ensure that both consumers and the general public are aware of the boutique’s opening. The ad shows the 59th Street boutique’s interior with copy that reads, “Grand opening April 2014” along with the street address to pique interest.

The pop-up also includes a “map the boutique” prompt that plots the 59th Street location on a mobile device’s map.



*Cartier boutique pop-up effort on The New York Times*

Measuring approximately 6,000-square feet, Cartier's new 59th Street boutique will house an extensive collection of jewelry, accessories and timepieces. The jeweler also operates a boutique nearby on Madison Avenue.

### Getting settled

To not disrupt the lives of frequent shoppers, many brands have shuttered one boutique only to open a new concept store nearby.

For example, French footwear maker Berluti continued its move toward a full-service lifestyle brand with the opening of a new boutique on New York's Madison Avenue.

Berluti's bricks-and-mortar location opened Feb. 6 only blocks away from its prior location on the high-end retail stretch. Now located at 677-679 Madison Avenue, the Berluti boutique is two stories and measures 3,200-square-feet with an expanded retail presence much larger than its prior location at 971 Madison Avenue which focused only on footwear ([see story](#)).

A move can also spark interest by being in a more convenient location.

For instance, department store chain Barneys New York unveiled plans to open a flagship store location in New York's Chelsea neighborhood to become the go-to shopping destination in downtown Manhattan.

The new flagship, set to open in 2017, will be located on Seventh Avenue between 17th and 16th Streets, almost exactly where the original Barneys store was. This store opening will allow Barneys to fill in the its retail gaps within Manhattan, granting it an advantage over competitors that have isolated stores ([see story](#)).

Ultimately, scouting a prime location aids a brand looking to rejuvenate its retail footprint.

"Finding themselves as neighbors to the flagship store of Apple is a very positive thing," Mr. Rodgerson said. "[Apple] generates a great deal of interest and traffic which can't help but influence the activity at Cartier.

"While Cartier is a well-respected and time honored brand, they are first and foremost a retailer," he said. "Just like real estate, retail is all about location.

"This new location will generate interest, drive traffic and help them to offer their customers a new experience."

### Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/e7zZqvcnb8I](https://www.youtube.com/embed/e7zZqvcnb8I)