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Cartier personifies bags in video to spark consumer emotion

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Cartier's new leather collections

By NANCY BUCKLEY

France's Cartier released a new video on their social media pages featuring a short story about two bags, one male and one female, from its new Jeanne Toussaint & Louis Cartier bags collection.

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The video's love story allows Cartier to promote the collection as more than leather bags. By embodying human emotion, the bags can create personal correlations for potential consumers.

"Cartier does well with medium and message here," said Paul Farkas, co-founder/CEO of [Accessory 2](#), New York.

"Highly produced fashion video is great content along omni-channel marketing mix," he said.

"The collection is appropriately the star and it whimsically creates a love affair between men's and women's lines. It sets the stage for more acts should the brand wish to continue with its content hustle."

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

Cartier did not respond by press deadline.

Bag love

The human emotion from an inanimate bag in the brand video portrays the beauty in the leather.

Cartier's video begins with a woman in a black dress grabbing the Jeanne Toussaint Tote Bag with cream colored calfskin and crocodile skin bottom and handles. As the woman swings her bag the camera shot switches to a man swinging his men's line Louis Cartier 24 Hour Bag in palladium finish.

They both exit through different doors into a European city. The woman's body and part of her face are revealed, but the man is always blocked by his bag.



Jeanne Toussaint tote featured in video

The woman stops walking and the man touches her shoulder, but when she spins around she only sees his bag on the ledge of the bridge she is standing on. Her bag is placed next to the man's and the camera focuses solely on the bags for the last few moments of the 43-second video.

As the bags travel through a city they are attached to a human, but once the two leather products meet, humans are no longer needed. Each bag represents itself without a human.

The commerce-driven video creates a lasting image of the two bags alone on a bridge and generates a memorable experience for the consumer.

Embedded Video: [//www.youtube.com/embed/HV0u3ui2f0Y](https://www.youtube.com/embed/HV0u3ui2f0Y)

Jeanne Toussaint collection video

The Jeanne Toussaint Fine Leather Goods collection is a tribute to the designer of the same name.

Ms. Toussaint is known for her audacity and elegance in jewelry design for Cartier, especially during the 1920s. To honor her, this collection hosts graphic lines and jewelry clasps.

The collection is made up of 10 bags that come in cream, burgundy and black calfskin. The bags range from clutches to totes.

Empathetic consumers

Sparking consumer interest gives companies an entry point to consumer empathy. Many brands search for this emotion.

For example, Spanish leather goods maker Loewe released a series of four short videos featuring its new Skin collection of handbags to introduce the line as a player in the owner's life.

Loewe's Skin Collection videos were released only on the brand's social media channels and its YouTube channel. Through this content, Loewe was able to introduce the collection as not just a fashion accessory, but a part of the human experience ([see story](#)).

Also, this is not the first time Cartier looked to spark human emotion in their videos.

Cartier sought to raise consumer emotions for its newly revamped Paris Nouvelle Vague collection through a series of short films that gave a different sensation for each product.

The seven, 60-second films each give an emotion and attitude to a ring in the French jeweler's new collection. Showing products through video can help draw emotional connections from consumers ([see story](#)).

Any commerce-driven video with a story leaves an emotional value that might create a repeat visit from consumers.

"Interestingly the video highlights more than needs to be done with shoppable video," Mr. Farkas said.

"Loyalists should be enabled to shop along preferred channels, some tout suite interacting with the content itself, soon if still swooning in the narrative, or tucked away for later if multitasking work and play is in the way," he said.

Final Take

Nancy Buckley, an editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/Mbm1cM04qF0](https://www.youtube.com/embed/Mbm1cM04qF0)

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