

Cartier

Cartier



Cartier ferris wheel in the ION Orchard mall in Singapore, during the 2018 holiday season.



Cartier

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Cartier Mansion at 653 Fifth Avenue,
New York City, United States.



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PLAZA DE CARTIER

Cartier

H&M

Portrait of Mrs. Mae (Maisie) Caldwell Man-
waring Plant, by Claudia Munro Kerr, from an
original by Alphonse Junger.



HISTORY OF CARTIER

The King of Jewellers that has enchanted the world with its unique designs.

One of the most coveted brands in the world, Cartier has an iconic history, starting as a humble shop in Paris and transforming into the global empire it is today. Its famed jewellery and striking watches display boldness and a spirit of innovation which has remained consistent right from Cartier's inception.

The House of Cartier as we know it today was founded in 1847 by Louis-François Cartier. As a young apprentice Cartier, then 29 years old, took over the jewellery workshop of his master Adolphe Picardat in Rue Montorgueil Paris. The prestigious clientele was awestruck by the brilliance of this jeweller, unlike any other. Louis-François' son, Alfred Cartier took charge of the company in 1847 and set his sights on expanding the business.

Alfred's third son remained behind in Paris to continue the growth of Cartier at home. His revolutionary ideas, such as using platinum in jewellery, earned Cartier the title of 'Jeweller of Kings, King of Jewellers' from King Edward VII. The celebrity endorsements didn't stop there, with Louis' friend Alberto Santos-Dumont commissioning a watch to wear while piloting his lighter-than-air dirigible. Santos-Dumont's celebrity status made the wrist-worn watch, uncommon at the time, a must-have fashion accessory among men.

With its ever-growing popularity, Cartier moved its headquarters to 13, Rue de la Paix. In

1904, Cartier forayed into watches when the Brazilian aviator Alberto Santos-Dumont complained about the impracticality of fumbling for his pocket watch while flying. Thus was born the Cartier Santos, a flat men's wristwatch with a square bezel making it the first of the Cartier watches. In the same year, Cartier became the official purveyor to King Alfonso XII of Spain and to King Edward VII of the United Kingdom. Cartier soon opened stores in London and New York City.

It's possible to walk by the Cartier Mansion, on the corner of 52nd Street and Fifth Avenue in New York City, without much of an idea of what it represents. A lot of people undoubtedly do. It's an impressive building—six stories of marble and granite, completed in 1905, in the neo-Renaissance style. The mansion sits in the shadow of a high-rise skyscraper—Olympic Towers—and in addition to having been the New York home of Cartier since 1917, it's also one of the last remnants of a long-gone world that exists now only in fragments, along a stretch of Fifth Avenue that used to be home to some of America's wealthiest and most powerful families.

Though the building at 653 Fifth Avenue has been the home of Cartier New York for most of its existence, it didn't start out that way. The original owner of the house was an American businessman named Morton F. Plant, who had been born with a pretty big silver spoon in his mouth.



The Princess Grace of Monaco salon inside the Cartier NYC Mansion.



The Elizabeth Taylor salon inside the Cartier NYC Mansion.



The Maisie Plant salon inside the Cartier NYC Mansion.

ADORED BY ROYALTY AND CELEBRATED INDIVIDUALS, IT SYMBOLIZES PURE EXCELLENCE.

Morton was the son of Henry Bradley Plant, who had built an enormous railroad and steamship network across the South that came to be known as the Plant System.

Of Cartier's presence on Fifth Avenue, and its eventual significance for the great houses built there, the New York Times would write, nearly a century later in 2001, "As venerable as the jewellery company is, its arrival at the corner signified a

bitter defeat for the mansion owners who first built up the section, some of whom were Cartier clients. When the building (the Plant home) went up in 1905 it seemed like a fortress against the advent of shops and stores, but instead it became an Alamo."

The first address Cartier called home in New York was 712 Fifth Avenue (on the west side, at 56th street). That building has itself had a fairly drama-filled life. It had a near-death experience in the 1980s when developers wanted to tear it down, along with another building next door which has beautiful windows by Lalique (the building was once tenanted by Coty). The facades of three buildings (712, 714, and 716) were finally rescued at the last minute when they were granted landmark status—thanks largely to those windows—and while the desired skyscraper was eventually built, it had to be set well back from the street. Cartier's offices were on the fourth floor of number 712 and thanks to the preservation of the facade, you can still gaze up at the windows through which Pierre Cartier looked out at in New York City.

A major impetus for the establishment of a Cartier boutique in New York City was the presence of Cartier's arch-rival, the jeweller Dreicer, which was located at 560 Fifth Avenue (its building still stands as well, although it now rejoices in the presence of an Oakley store on the ground floor) and which was, according to Hans Nadelhoffer's Cartier, knocking off Cartier designs from the Paris boutique faster than any authentic pieces could be imported. In order to cut delivery time, Pierre Cartier also set up workshops in New York, with their own workmen. Business boomed almost immediately, thanks to high visibility publicity coups like the acquisition and sale of the Hope Diamond (in 1910 and 1911 respectively; the buyer was mining heiress Evelyn McLean Walsh).

In 1972, Joseph Kanoui led a group of investors who bought Cartier Paris. This group re-purchased both Cartier London and New York, and in 1979 the Cartier interests were finally combined. The group saw the appointment of heads that steered the brand forward and acquired other popular brands as they went along. In 2012, Cartier became a part of the Richemont Group.

A lot has been said about the Cartier look, and how exquisite and breathtaking it is. The coveted brand has been on the wish list of many around the world. Adored by royalty and celebrated individuals, the brand symbolizes pure excellence. Cartier has a fabulous lineage of watchmaking, precious accessories, and fine jewellery that has grasped international attention of the rich and famous.

Louis' death in 1942 brought about a sad time for Cartier. His ideas and imagination grew the brand into what it is today, but fortunately it can be said that his passing did not mark the end of Cartier's creative run. Thanks to the inspiration of Alain Dominique Perrin and Jeanne Tousseint, Cartier continued to flourish, introducing the mighty Panther—a symbol of Cartier—into the jewellery and watch line.

Celebrities and royalty the worldwide have had an association with Cartier. Whether it's Prince Rainier of Monaco who gave a 10.47 carat diamond-ruby engagement ring to Grace Kelly, or Richard Burton gifting a necklace with a 69.42-carat Cartier diamond to Elizabeth Taylor (giving it the name, Taylor-Burton Diamond), Cartier has been synonymous with the rich and famous for decades. Cartier also designed innumerable pieces for royalty in the last century, which were worn with great pride. Kate Middleton, the Duchess of Cambridge, wore a stunning Cartier tiara from 1936 at her wedding with Prince William.

Although Cartier gets its fame because of its celebrity patronage, the brand also has a popular class following, especially for its jewellery. The Cartier love bracelet that stands for never ending love and affection has been worn by many lovers across the world. A design that was inspired by medieval chastity belts, it symbolises devotion and fidelity.

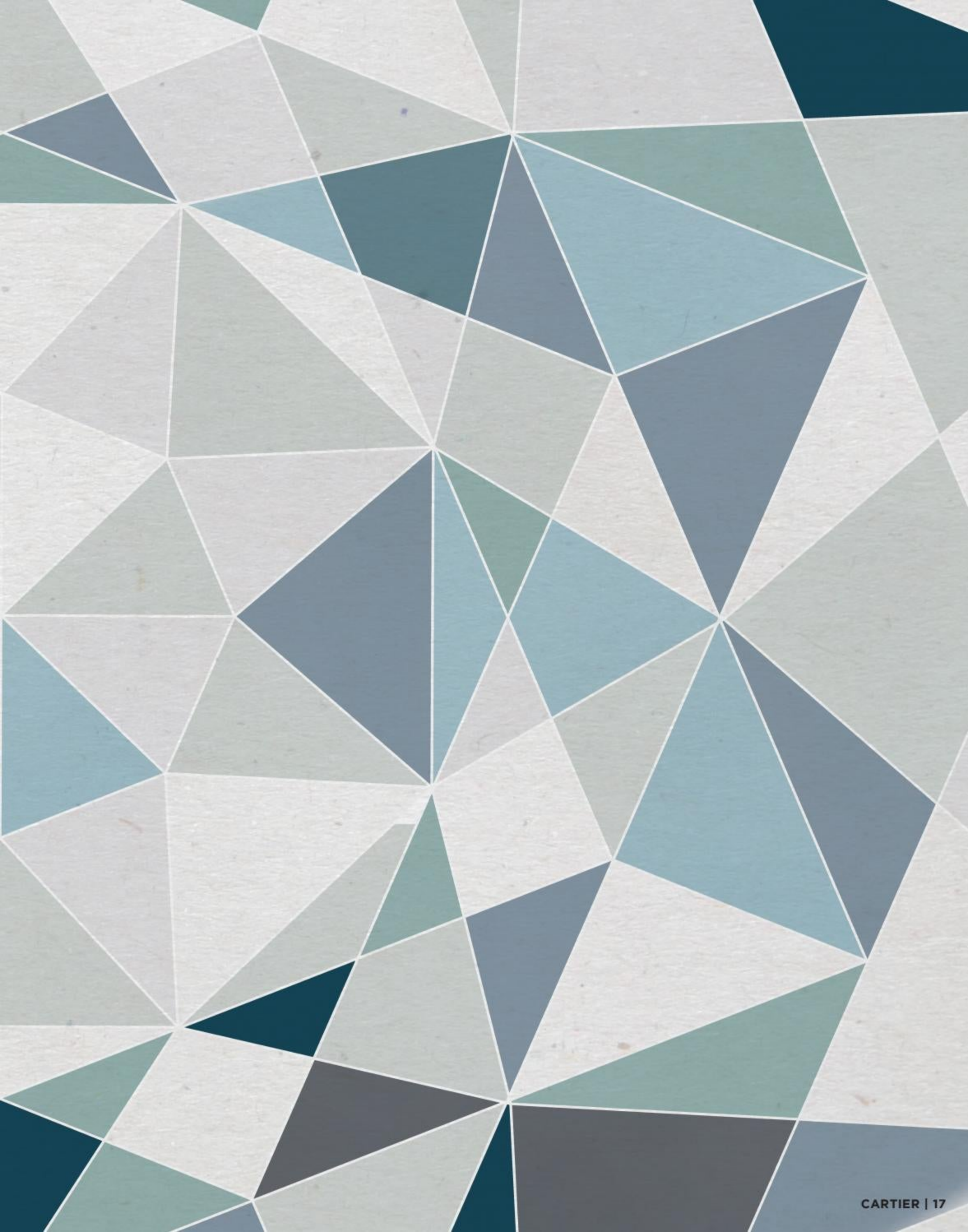
The Cartier watches are no less popular and can be seen on the wrists of icons such as Mick Jagger, Pierce Brosnan, and Tom Cruise. Cartier watches have also been a favourite to First Ladies of America from Jackie Kennedy to Michelle Obama. Additionally, the brand also has Cartier bags and other accessories like Cartier Sunglasses and Cartier Perfumes.

Cartier has created supreme products with style that come from a rich history and experiences. Cartier perfumes are simple and beautiful examples that conventional products can still shake up the world. Picking inspirations from travel and experiences like the Panthère collection which has the Panther appearing in different forms and poses in real or graphic designs or mere inspiration, Cartier has made the Panther a symbol of positive femininity and reflected a passionate and liberated woman with their master craft designs. Cartier was the first to set the design standards for watch making. The shapes of the watches are an example of the breakaway design from regular round watches. Cartier has made watches of perfect size, shape, and proportion while creating a seamless harmony between the bracelet and case. Their designs are a collection of eccentric, often daring designs yet they remain refined. They feature exceptional, master craft designs that have a story of evolution behind each product, and exceptional quality that makes Cartier a must have.

The Panther Hall inside
the Cartier NYC Mansion.







1914

Louis Cartier commissioned French painter George Barbier to draw a lady with jewels and a panther. The artwork was later used in advertising, aligning Cartier with the symbol of this animal. That same year, Cartier released its first panther product, a wristwatch featuring a spotted design meant to resemble the creature's fur.

1917

Panther motifs sprung to life and grown outrageously. Louis Cartier gifted a cigarette case with panther imagery to his designer friend, Jeanne Toussaint. Although it was a personal, one-of-a-kind creation, this was the first piece to depict the full panther.

1920

Between 1922 and 1927, the panther motif proliferated and appeared on several Cartier jewellery and watch designs. A designer named Peter Lemarchand joined Cartier's team during this period. Very skilled, he observed panthers at the zoo until he, working together with Toussaint, was able to do them justice. Lemarchand played a large part in making the panther the legend for Cartier that it is today. Around this time, the first brooches fully representing the animals began appearing; again made of diamonds and onyx, but now depicted the full creature.

1918

Toussaint joined the company in 1918. She quickly fell in love with the panther-inspired designs, and even became somewhat of a personification of the creature, earning the nickname "La Panthère," for her bold yet elegant personality.

1933

Louis Cartier appointed Jeanne Toussaint to be 'Artistic Director of High Jewellery'. She made La Panthère a theme in jewelry collection. It was her sway that kept the panther alive in Cartier designs for decades to come.

LA PANTHÈRE

1935

Under Toussaint's guidance, the company created the first panther ring, using yellow gold and black enamel. Since then, Panther rings have become a Cartier staple. The latest collection consists of 26 panther rings.

The first three-dimensional panther came in the form of a 116-carat emerald brooch, made specially for the Duchess of Windsor in 1948. In the following years, the duchess rounded her collection out with another panther brooch atop purple onyx, and a diamond and onyx panther bracelet.

1948

1949

The Windsor family bought another three-dimensional panther brooch made of diamonds and onyx and mounted in platinum, this time resting on a very special 152-carat sapphire cabochon. A big fan, the Duchess of Windsor acquired many more pieces from the Panther collection over the following years.

1950

Fashionable socialites begin commissioning their own versions of the panther; among them Daisy Fellowes, who requested a sapphire-and-diamond brooch, along with Barbara Hutton, who ordered a yellow-diamond-and-onyx brooch with matching ear clips.

1952

The third, and most exceptional jewel in the Duchess' suite of panthers was ordered. It was a beautifully articulated bracelet of an outstretched panther in diamond and onyx with emerald eyes. Even more cats would later be added to the Duchess's collection.

RE

Celebrating Cartier's famous panther motif.

1954

The Duchess placed a special order with Cartier for a Tiger Lorgnette (opera glasses). The handle features a regally marching tiger made of gold and black Champlevé enamel two navette-shaped emerald eyes.

1957

Princess Nina Aga Khan's appetite for Cartier's panther jewels began. A jabot-pin featuring an outstretched panther much like that of the Duchess of Windsor's was created for her. Within a few years, the Princess would acquire the most extensive suite of panther jewelry from Cartier. Her impressive parure included an articulated panther pendant of the Golden Fleece design, an open panther-head bangle of similar design to ancient Mediterranean animal-head styles, a second fluted gold bangle with panther-head terminals that could also be worn as ear clips, and a ring with a crouching tiger.

1960

The 60's saw a revival of the motif. This decade lured a new clientele of musicians, models and actresses, including Elizabeth Taylor, Juliette Gréco and María Félix, who commissioned a bangle with two panther heads and front paws of two panthers meeting in a ferocious battle. It was during an era where leopard print grew popular amongst the generation of youth-quakers.

1983

Cartier launched another Panther watch, which was very similar to the previously released Santos de Cartier, but differentiated by flat gold links that increased flexibility, making it even more realistically panther-like. This was very popular and the watch is recognized as a success even today.

1990

In the 1990s, young panthers appear in Cartier's repertoire, which again opened the doors for a new design approach. Cartier began to re-promote their signature collection. The panther reappears, this time sleek in yellow gold and black lacquer. The millennium panthers debut in retrospect to their original Art Deco form: platinum, diamonds, and onyx. As the years marched on, the panther took on a modern edge "in yellow gold and diamonds, with sharp corners, a streamlined profile and gaping jaw". The snow leopard returns in diamonds and onyx, with innovative techniques lending the animal's coat in a realistic texture.

2010

The Duchess of Windsor's 1952 diamond-and-onyx panther bracelet sells at Sotheby's London for just over \$7 million, making it the most expensive bracelet—and the most expensive Cartier item—to be sold at auction at that time.

Cartier celebrated the 100-year anniversary of Panthère de Cartier, in honor of which a 56-piece set of jewellery was launched and a grand exhibition of "Cartier style" went on show at Paris' Grand Palais. In addition, Christie's sells a panther bracelet (1956) and matching brooch (1959)—both made for the Duchess of Windsor and later sold to Andrew Lloyd Webber, who bought them for his then-wife Sarah Brightman. The set fetches a remarkable \$3.1 million, exceeding estimates.

The 1980s Panthère watch design was re-launched. Tiny tweaks have been made to the design, largely for practical reasons; it's now more waterproof and the link bracelet is stronger, but otherwise it is pretty faithful to its 1980s roots (including its quartz movement), particularly in the yellow gold version, a clear signal that its warm glow is coming back into fashion. Steel, bi-colour and white gold versions, some paved on the bezel, also exist in two sizes, small or medium. There's also one fully paved white gold and diamond model, and a stand-out white diamond and black enamel panther print jewelled offering.

2012

Cartier released L'Odysee de Cartier, the journey of the fabled panther through exotic lands. The jeweled snow leopard sheds its jeweled skin and comes to life, ready to embark on a grand adventure through the exotic lands of Cartier's greatest inspirations. Beginning in Russia, the big cat races across the snow toward the mighty mountains, on its way to China.

2014

Cartier revealed the latest version of the panther, a granulated version of a panther's head in 22k yellow gold as the face of a 42mm Ronde de Cartier watch case. The Panthere Divine watch emerged in January, as well; a lone diamond and onyx leopard turns back to gaze at the watch hands on a platinum Cartier watch face. Sleek yellow and white golden cats also emerged; some playful, others fierce, but many of which feature bright tsavorite garnet eyes in a ethereal green colour.

2013

2017

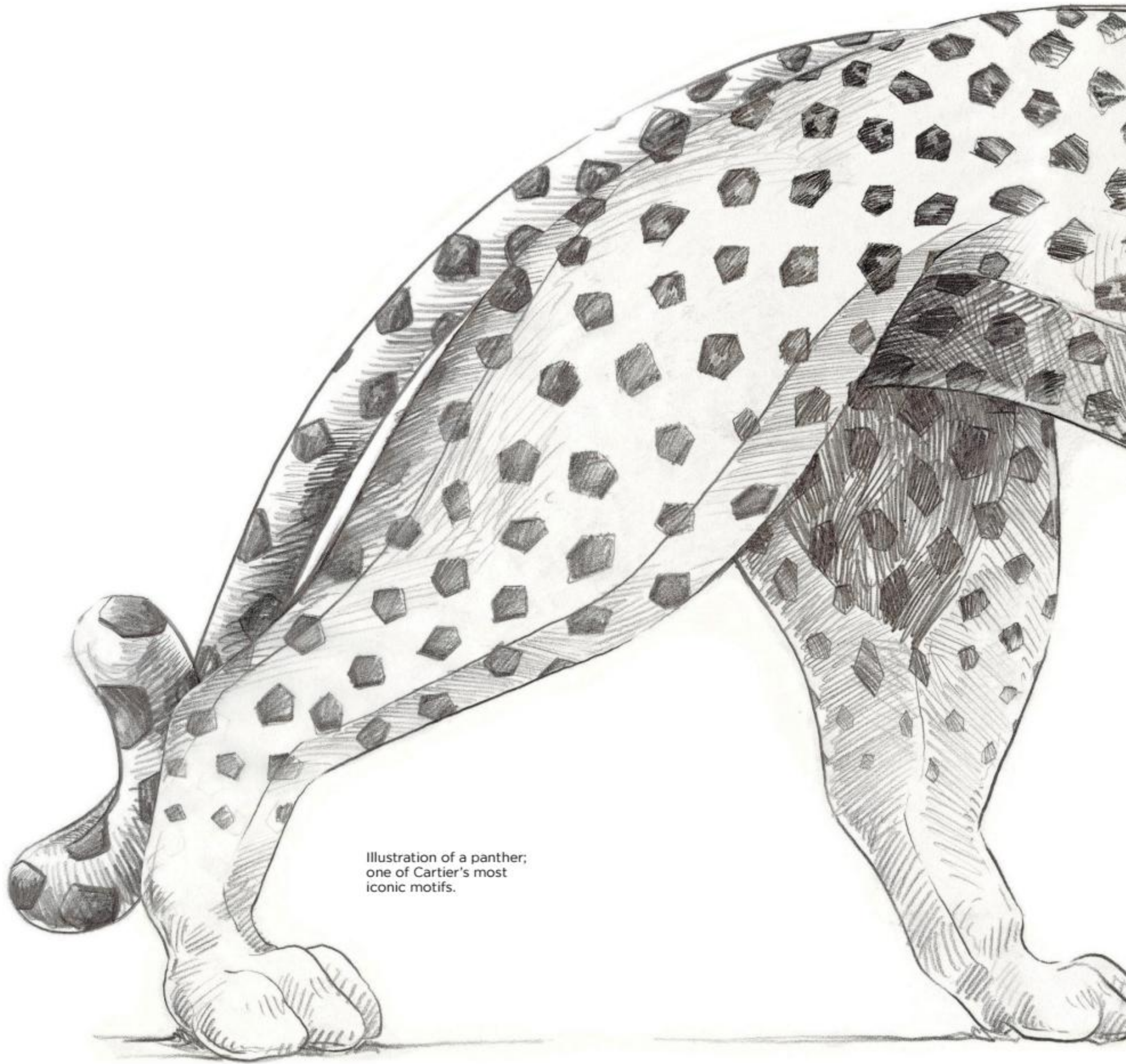
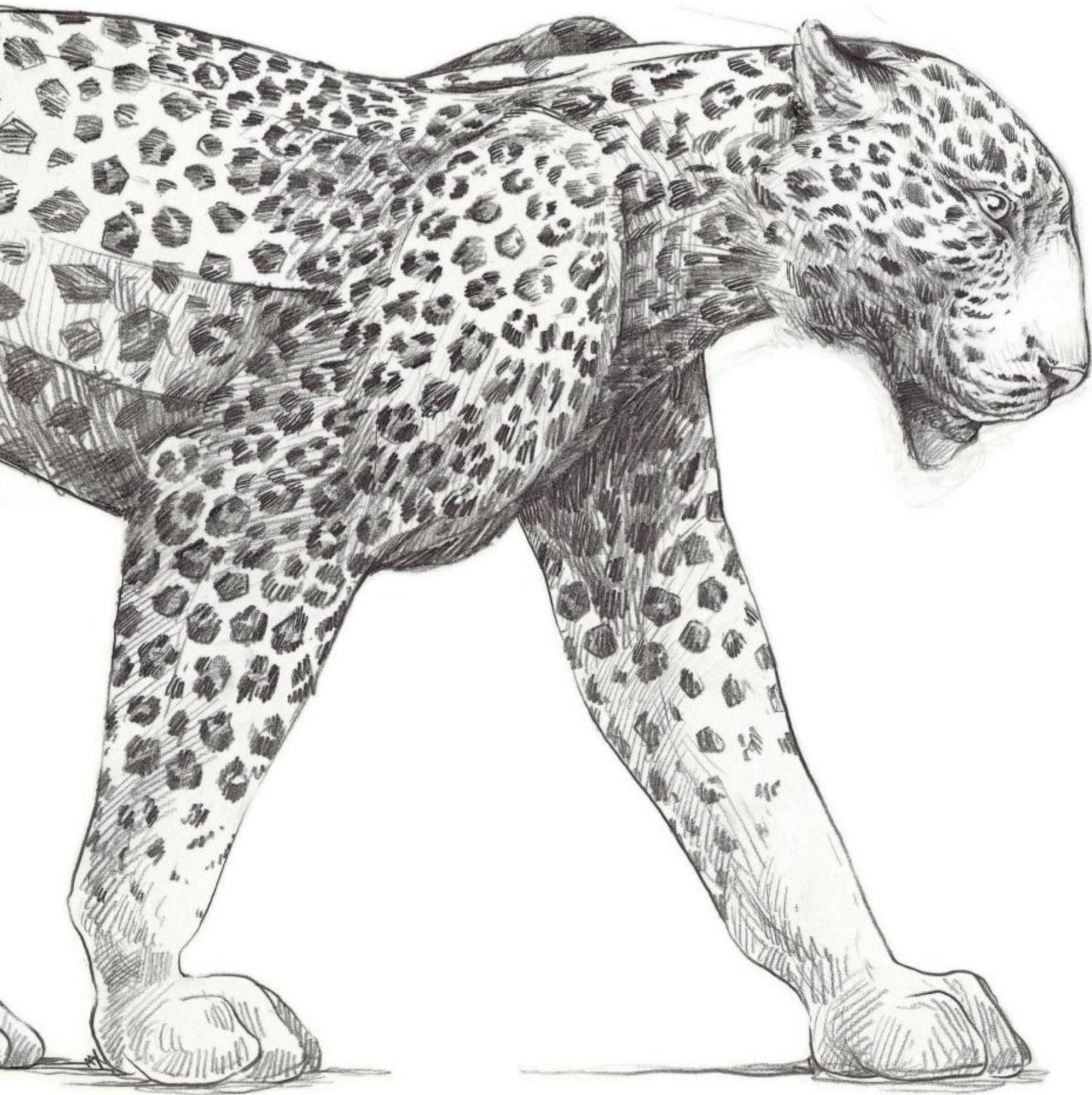


Illustration of a panther;
one of Cartier's most
iconic motifs.



From royal jewels to exotic gems, the elaborate and intricate designs by Cartier have always impressed the world.



MARJORIE MERRIWEATHER POST

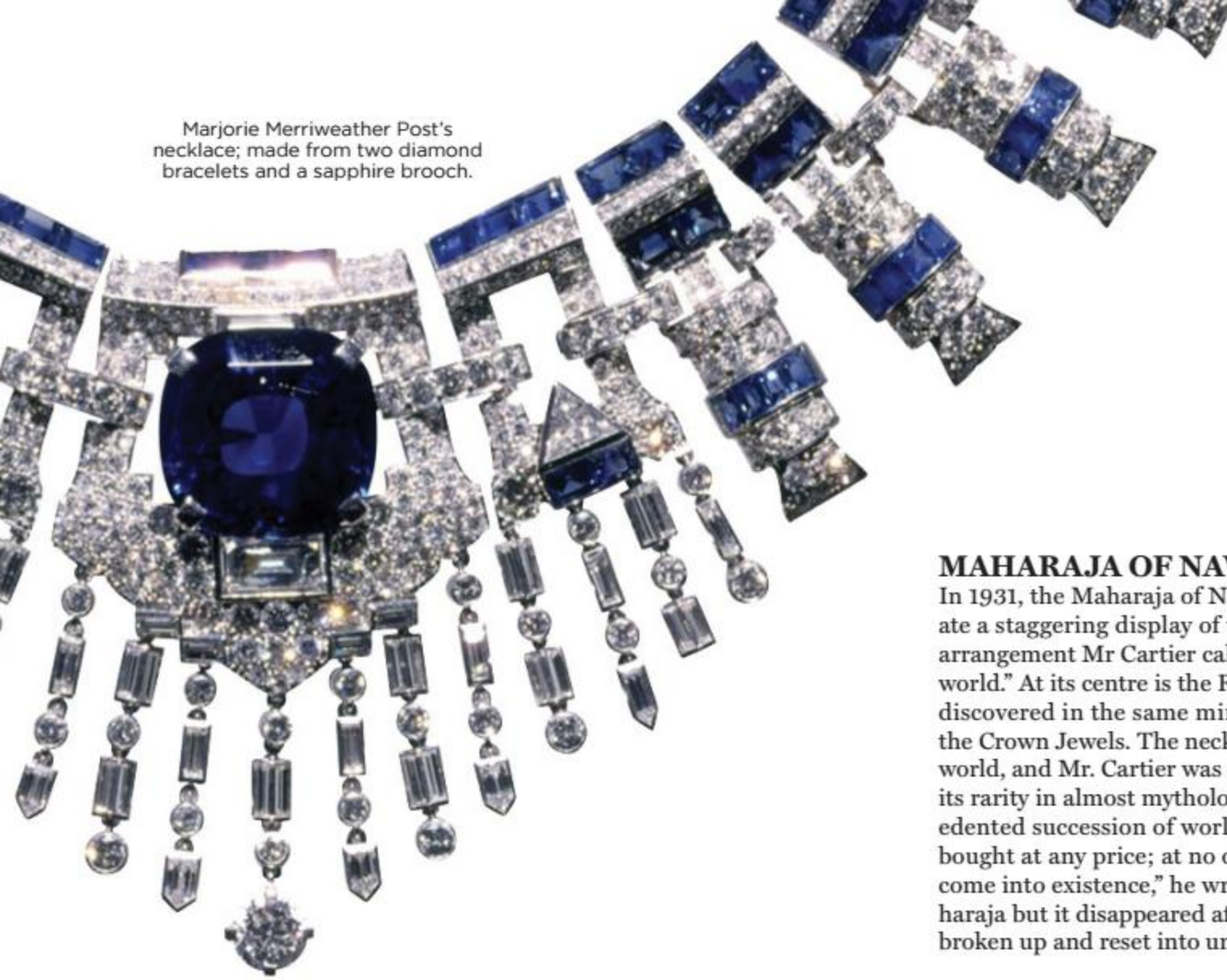
Born in 1887, Marjorie Merriweather Post was a prominent Washington DC socialite and the head of Postum Cereal Co. Merriweather had an incredibly posh lifestyle with homes in Palm Beach and the Adirondacks, the largest privately owned sea-going yacht in the world, and an impressive fine jewellery collection which included the tiara Napoleon I gave to his second wife and a pair of diamond earrings once owned by Marie Antoinette. Merriweather was also a loyal patron of Cartier and bonded with Pierre Cartier over their shared love of Russian imperial art. After her then-husband was appointed the ambassador to the Soviet Union by President Roosevelt in 1936, Merriweather adopted a comparatively subdued image. Eschewing her usual jewels, she asked Cartier to design her a necklace made from two diamond bracelets and a sapphire brooch which joined the two bracelets together. While it sounds over the top (and by most standards would still be considered quite lavish), she would break apart the necklace into the more modest bracelets to rotate into her wardrobe for sorts of occasions.

DRESSED IN DIAMONDS



The Patiala Necklace, commissioned by Bhupindra Singh of Patiala in 1928.

Marjorie Merriweather Post's necklace; made from two diamond bracelets and a sapphire brooch.



MAHARAJA OF NAWANAGAR

In 1931, the Maharaja of Nawanagar commissioned Jacques Cartier to create a staggering display of wealth: two strands of diamonds that meet in an arrangement Mr Cartier called "the finest cascade of coloured diamonds in the world." At its centre is the Ranjitsinhji diamond- a 136-carat flawless diamond discovered in the same mine as the Cullinan diamond, which forms part of the Crown Jewels. The necklace contained seven of the rarest diamonds in the world, and Mr. Cartier was certainly no stranger to staggering jewels, described its rarity in almost mythological terms: "Had not our age witnessed an unprecedented succession of world-shaking events, such gems could not have been bought at any price; at no other period in history could such a necklace have come into existence," he wrote. The necklace appears in portraits of the Maharaja but it disappeared after his death in 1933. It is presumed to have been broken up and reset into untraceable designs.

BHUPINDRA SINGH OF PATIALA

Made by Cartier in 1928, the Patiala Necklace was commissioned by and named after Bhupindra Singh of Patiala, the Maharaja of Patiala, India. The necklace included an astounding 2,930 diamonds (which range from 18-73 carats), several Burmese rubies, and the world's seventh largest "De Beers" diamond as its centerpiece. The center stone diamond weighed an incredible 236.65 carats. The necklace mysteriously disappeared in 1948 but the large diamond resurfaced solo (without the surrounding stones or its original necklace setting) in 1982 at a Sotheby's auction where it sold for \$3.16 million. Then, in 1998, the necklace was discovered at a second-hand jewelry shop in London. However, the necklace was missing its rubies and diamonds. Even still, the house of Cartier bought what remained of the necklace and, over the span of four years, was able to restore it to resemble the original Patiala Necklace with cubic zirconia, synthetic diamonds and a replica of the original De Beers diamond.

The jadeite necklace; owned by Barbara Hutton and gifted by her father.

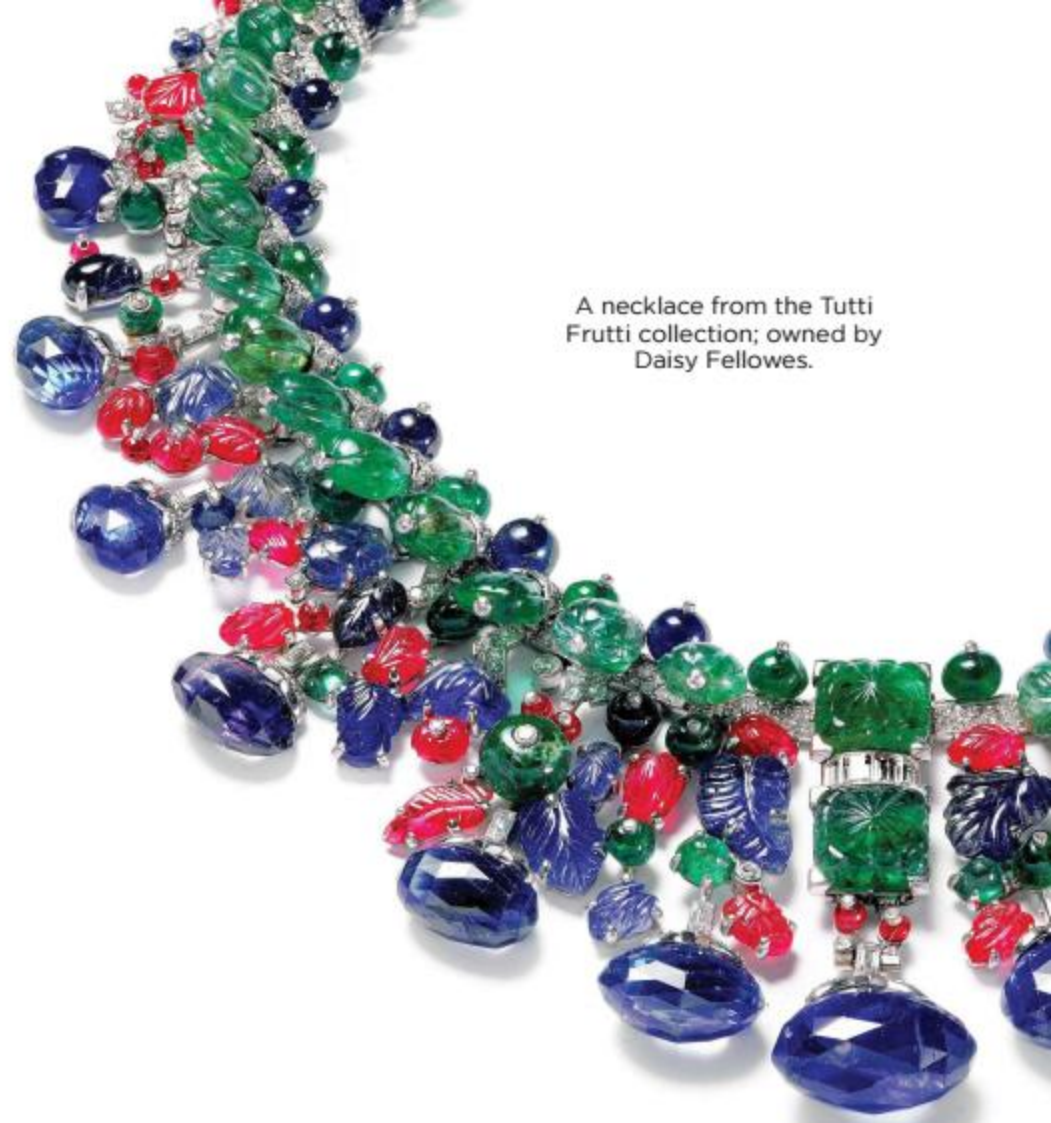


HUTTON-MDIVANI

The jadeite necklace belonged to famed Woolworth heiress Barbara Hutton (1912-1979). At the height of her celebrity, she was worth an estimated \$1 billion in today's dollars, but, by the time of her death, Hutton's coffers had dried up and she was bankrupt. To cover her debts before her death, Hutton sold much of her jewellery collection, but a few items have come up again for auction, including this jadeite necklace. Hutton had received this exquisite jadeite necklace from her father to celebrate her marriage to Prince Mdivani. The necklace was made of 27 graduated jadeite beads which are considered among the finest of the world: highly translucent with a bright emerald green hue. The clasp of rubies and baguette diamonds, mounted in platinum and 18k yellow gold, was designed by Cartier at the request of Hutton's father. The jadeite necklace sold at auction for \$24.7 million USD to The Cartier Collection in 2014. The Hutton-Mdivani necklace set the world auction records for a jadeite jewel and for a Cartier jewel.

DAISY FELLOWES

In 1901, Cartier was commissioned by the Queen Alexandra to design an Indian-inspired necklace to match an Indian gown given to her by Mary Curzon, the wife of the Viceroy of India. After this and a trip to India in 1911, Jacques Cartier began incorporating Indian stones into his French Art Deco jewellery and settings. Ultimately Cartier debuted a collection of bracelets and brooches that were made with gemstones cut to resemble leaves, blossoms and berries. This collection would later be dubbed the Tutti Frutti Collection in the 1970s. The most impressive item in the Tutti Frutti collection belonged to Daisy Fellowes, the heiress to the Singer sewing machine fortune. In 1936, the socialite commissioned the Collier Hindou. The necklace features emeralds, rubies, 13 sapphires and diamonds (totaling 146.9 carats) and two leaf-shaped sapphires weighting 50.8 and 42.45 carats respectively. Today the Collier Hindou is owned by The Cartier Collection and is a part of a traveling museum exhibition.



A necklace from the Tutti Frutti collection; owned by Daisy Fellowes.



The Taylor-Burton diamond; a pear cut diamond weighing 69.42ct.

GRACE KELLY

When Prince Rainer III of Monaco proposed to actress Grace Kelly he presented her with a ruby and emerald engagement ring. However Kelly upgraded to a more en vogue diamond engagement ring: a whopping 10.47 carat emerald-cut diamond by Cartier. To give the already stunning ring even more of a wow-factor, Cartier had the impressive center stone flanked by two baguette diamonds. After their engagement, Kelly never removed the diamond from her finger. She even insisted it be worn by her character Tracy Samantha Lord in *High Society*. *High Society* would be Kelly's last film appearance and includes a memorable moment of Kelly-as-Tracy polishing her stunning diamond ring with the corner of a bed sheet.

ELIZABETH TAYLOR

The so-called Taylor-Burton diamond is as remarkable for its size as it is for the story behind it. Originally known as the Cartier diamond, the 69.42ct stone was the twelfth largest in the world when Cartier bought it at auction in 1969 and the largest diamond ever to have been privately owned. Less than 48 hours later it was bought by Richard Burton and, at the request of Elizabeth Taylor, removed from its ring setting and made into a stunning pendant necklace. The actress first wore the diamond at the Scorpio Ball that same year to celebrate the 40th birthday of her fellow Cartier devotee Grace Kelly. Three years later, in 1972, when Elizabeth Taylor reached her 40th birthday, Richard Burton bought his wife another famous Cartier diamond. Known as the Taj Mahal Diamond, the heart-shaped diamond pendant dated back to 1627-1628 and was engraved with the name Nur Jahan, the wife of the Mogul Emperor Jahangir. Cartier took out an ad in the *New York Times* featuring a picture of the pendant and inviting readers to guess to whom it was given as a birthday gift. The jeweller also designed an Indian-style gold and ruby chain to complement the historic diamond, which Taylor wore at her 40th birthday party.



Grace Kelly wearing her engagement ring; featuring a 10.47 carat emerald-cut Cartier diamond.

Maria Felix holding her custom Cartier diamond snake necklace.





MARIA FÉLIX

This elaborate crocodile necklace was commissioned by Maria Félix in 1975. Félix was a movie superstar throughout the 1940s during the heyday of Mexican cinema. She was also a high-fashion devotee—her wardrobe included custom pieces by Givenchy, Balenciaga and Chanel—and a fine jewellery collector. Her vast collection of jewels included custom Cartier pieces and even the 41.37 carat Ashoka diamond once owned by Harry Winston. In 1975, Félix sauntered into the Cartier store carrying a fishbowl with tiny live crocodiles and requested the jewellers fashion her a necklace modeled after the reptiles. The designers returned to her an extraordinary necklace and brooch hybrid with two crocodiles that wrapped around the neck and clipped together. One half of the crocodile pair was made with 1,023 yellow diamonds, weighing in at 60.02 carats total; the other was made with 1,060 emeralds which tipped the scales at 66.86 carats total.

Maria Felix's custom necklace featuring two crocodiles made with yellow diamonds and emeralds.

SIR DHUNJIBHOY BOMANJI

In 1922, a bazuband, produced for Cartier London in 1922, was ordered by Sir Dhunjibhoy Bomanji, shipping magnate and owner of several estates in India and England. A bazuband is a traditional Indian bracelet, worn by both men and women, from the Mughal Empire (16th to 19th centuries). The first bracelet of this type produced by Cartier, with a highly flexible, platinum frame to fit the curve of the arm. Three rings paved with diamonds (that are now missing) enabled the piece to be fitted around the arm. It can also be worn as a pendant, brooch or bodice ornament.

KATE MIDDLETON

One piece that cannot be omitted when talking about famous Cartier diamonds is the 1936 Cartier Halo tiara worn by Kate Middleton on the occasion of her wedding to Prince William. Adorned with almost 800 diamonds, it was originally bought from Cartier London by the Duke of York for his wife, just weeks before he became king. It was passed on to the current Queen on her 18th birthday, and later given to Kate Middleton to wear at her Royal wedding.

The Cartier Halo tiara; which was worn by Kate Middleton at her Royal wedding.





CARTIER

CARTIER

SWISS MADE

EVERYTHING
WE DO, TO MAKE
IT CHANGE OR
EVOLVE,

IS A HUGE
RESPONSIBILITY

– Pierre Rainero (Director of Image, Style, and
Heritage, Cartier)

The Panthère de Cartier
watch in double loop,
pink gold, with dia-
monds.





PRESERVING CRAFTSMANSHIP

Not all archives are created equal. Having a rich history is something that has to be earned—you can't just make it up after the fact (despite the number of brands that try)—and Cartier has one of the strongest stories when it comes to watchmaking and design in the 20th century. From the Tank to the Santos to the Panthère, there are countless true icons and a consistency and quality that's tough to match. Luckily for us, Cartier has also taken great care to catalog its creations, keeping an outstanding physical archive of documents and watches for us to learn from today. Cartier remains true to the finest traditions of watchmaking and jewellery-making by employing rare craftsmanship and unique skills that are often in danger of becoming extinct. For the past decade, the Maison has been actively committed to keeping traditional techniques alive for future generations.

At Cartier, time dreams, appears and vanishes, a material in its own right to be transformed. Time is hypnotic, a pretext for the creation of incredible timepieces. Miracle? Magic? For Cartier timepieces, time is much more than it seems, a mystery here, a fantasy there. The questions are in the surprise. Where is the mechanism? What is the trick that makes the hands go round? Where is time hidden? Is it a ring? A watch? The answer is in the question, hidden beyond the technical skill, the creative mastery, the desire to bring illusion and the duality into the magnetic field of watchmaking.

It all began in 1888, with the mention of the first wristwatches in Cartier's ledgers. At the same time, a large number of pocket and chatelaine watches. Then in 1912 the first mystery clocks were created: "miracles of watchmaking", the gazette said, marvelling at clocks whose hands seemed to float in rock crystal, totally unrelated to the movement. The story continues through two timepiece collections, from mystery to fantasy, allegories of an exquisite time when forms went into freestyle; an unpredictable time when watches went from jewel to brooch; a mysterious time when the tourbillon escapement in the Rotonde de Cartier watch was displayed in utter transparency, as though suspended weightless on the face.

It was a jewellery and watchmaking challenge involving such technical complexity and a host of professions—150 in all—that only the utmost expertise would do. From the goldsmith to the enamellist, the lapidary to the watchmaker and the engraver to the jeweller, a chain of craftsmen linked by the kind of excellence that commands a tortoise whose gemstone shell shields the hours, or has a diamond-studded phoenix oscillate in rhythm with the ticking of the watch. Nothing seems impossible, like the inventiveness of imagining star-struck mystery clocks, two timepiece UFOs in obsidian or agate marquetry that renew the

genre, refreshing the fascination for an enigmatic time to which Cartier holds the secret.

Enameling techniques have been revived in recent years at the watchmaking Manufacture in Chaux-de-Fonds. In 2002, the manufacture bought a firm that specialized in mineral-glass processing, in order to preserve for future generations the glass-shaping technique known as "chevage".

Cartier founded the Cartier Watchmaking Institute (IHC) in 1993 with the goal of passing on to future generations its legacy of craftsmanship in Fine Watchmaking. For 17 years now, the Cartier Watchmaking Institute (IHC) has pursued a mandate to develop and maintain the specialist skills of Cartier watchmakers, to train the network and sales teams, and to keep abreast of technological developments. The IHC trains students for the Swiss skills certificate known as the Certificat fédéral de capacité (CFC) at the end of a two-to-four-year course of study (course length varies among polishing, watchmaking and mechanical specialties). In-house training is provided in additional techniques such as enameling, gem-setting and "chevage". The Institute also offers a range of continuous professional development courses for operators and refresher courses for technicians from the Cartier network.

The IHC also offers a range of skills-development courses and refresher courses to qualified craftsmen. As part of its mandate to promote the expertise of watchmaking trainees in general, for over 15 years the Institute has held a contest to showcase the technical and artistic talents of watchmaking students.

The contest is open to all third-year watchmaking students in Switzerland. Since watchmaking training tends to focus exclusively on technical aspects, the contest provides students with an opportunity to showcase their creative talents as well as their technical skills. The contest has a different theme every year. Contestants are informed of the theme and allocated 32 hours to complete the task. Each contestant is given a Cartier watch movement and required to submit an attractive, technically-sound solution either by adding a mechanism or by adapting the display systems. Over 1,000 students have enjoyed the opportunity to show off their technical and artistic talents since the contest began.

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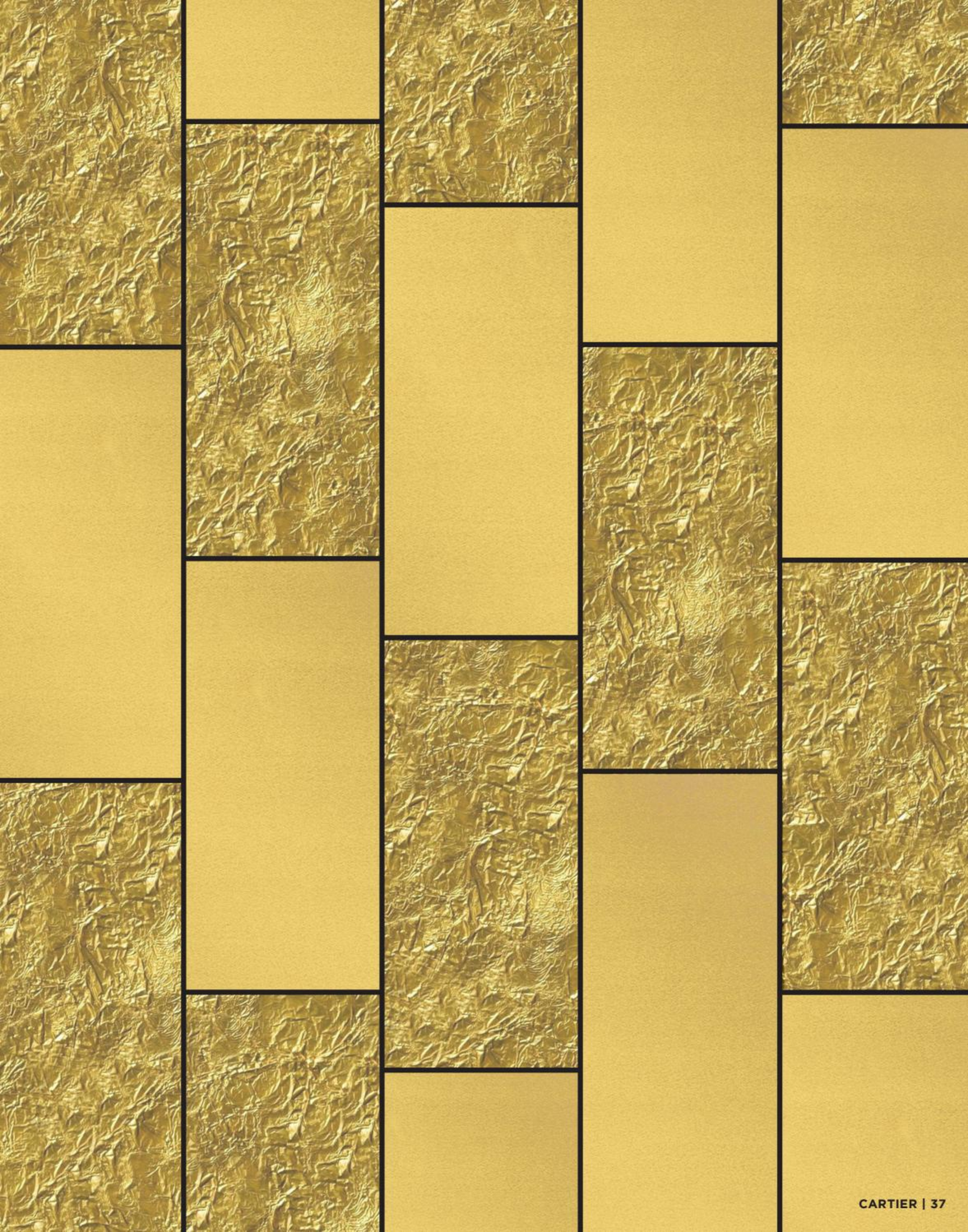
Close-up detail of luxury watchmaking.

Cartier

LUXURY WATCHMAKING



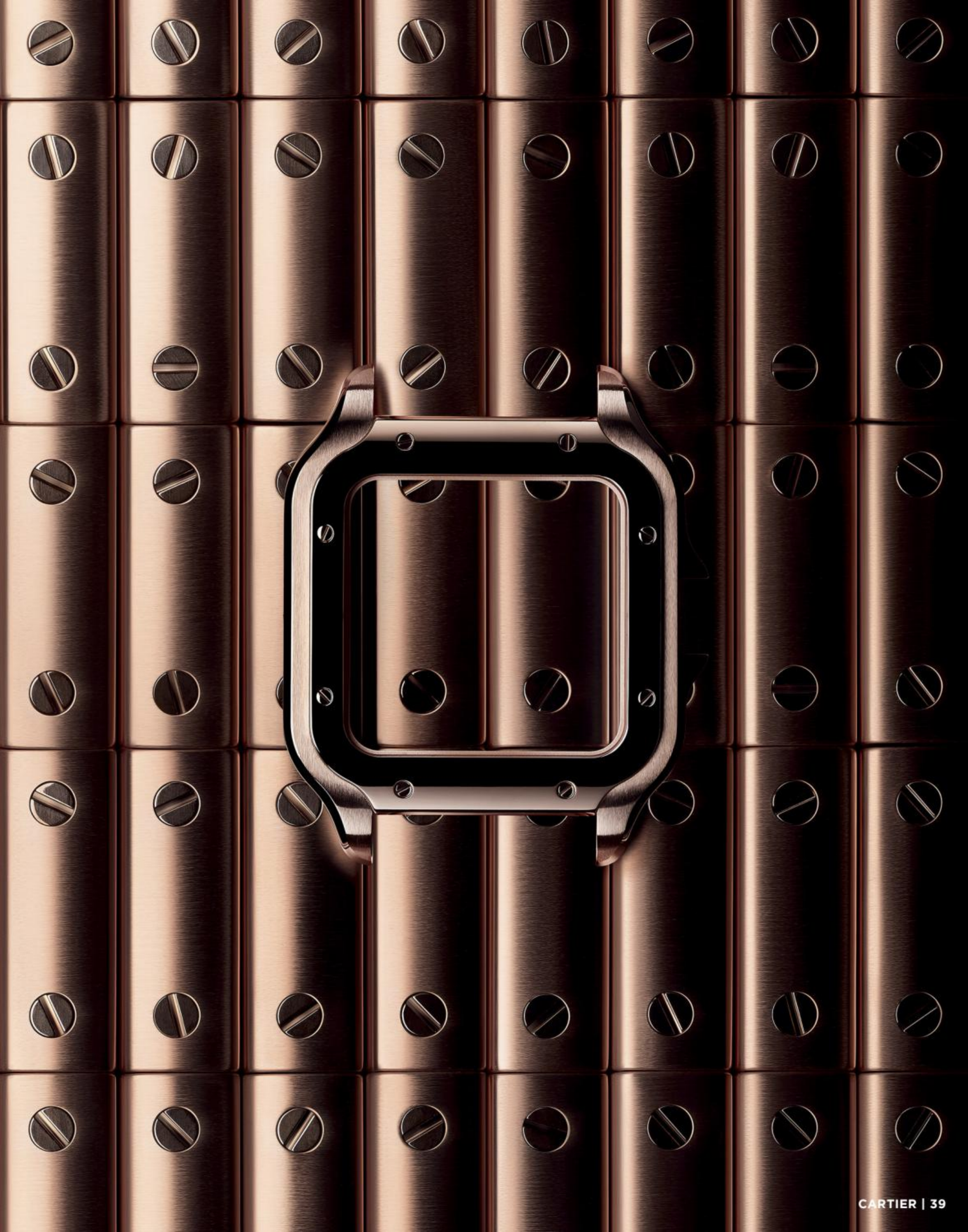
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The Santos de Cartier automatic watch in pink gold.

PHOTOGRAPHS COURTESY OF CARTIER.





BUYING AN ENGAGEMENT RING

The ultimate guide to everything you need to know when buying an engagement ring.

CUT

The cut of a diamond doesn't actually refer to its shape, but to the way that the stone is cut in order to increase its sparkle, whether deep in shape or more shallow. The diamond cut is the most important element to consider when buying a diamond. The cut is the biggest factor in creating sparkle and fire, and without a high cut grade even a diamond of high quality can appear dull and lifeless. A well-cut diamond should have a bright shine, and should reflect light easily internally and externally, but a diamond cut poorly and too deep can face-up smaller than it actually is.

COLOUR

A diamond's colour is graded on a scale from D (colourless) to Z (light yellow), with D being the most sought-after. The GIA diamond colour scale is the leading industry standard of diamond colour grading. Before this was the standard, other colour grading scales used A, B and C, so GIA started their scale at D to avoid confusion. There are six categories on the GIA diamond chart, with colour grades that range from absolutely colourless to light in colour. Diamonds rated D are the most devoid of colour and very rare, whereas G colour diamonds and H colour diamonds are near colourless, and since they're priced lower they are excellent value diamonds. The more you move down the colour chart, the lower the colour grade is, and the more noticeable the light yellow hue becomes. The exception to this rule is for diamonds that possess a very rare or unusual colour-like green or red. More common coloured diamond options include blue, yellow and pink.

CARAT

The carat is the weight of your chosen stone or stones, and is one way to measure the value of the ring you choose. Generally the higher the carat of a single stone, the more it will cost and the bigger it will look, although a diamond with a shallower cut can appear larger than a deeper-cut stone that may actually weigh more. Diamond carat is often misunderstood and refers to a diamond's weight, not necessarily its size. When comparing diamond carat sizes, take a diamond's cut into consideration as well: a high-carat diamond with a poor cut grade may look smaller, and often cut deeper than a diamond with smaller carat weight and a better cut.

CLARITY

Clarity refers to how many inclusions, or tiny imperfections, a stone contains. Only visible under a magnifying glass, these small specks feature in almost every diamond and are formed when the diamond is crystallised under the earth's crust. Diamond clarity is the assessment of small imperfections on the surface and internally. The surface flaws are called blemishes, and internal defects are known as inclusions. These natural blemishes and inclusions are microscopic and do not affect a diamond's beauty in any way. Diamonds with the least and smallest inclusions receive the highest clarity grades. In 1953, Richard T. Liddicoat and colleagues established the Gemmological Institute of America (GIA) diamond grading system and clarity scale. The GIA diamond grading scale is divided into six categories and eleven diamond clarity grades; with FL being to clearest and I2 and I3 having more obvious inclusions that may be visible to the naked eye.

**INCLUSIONS
AND BLEMISHES
AREN'T VISIBLE
ON FLAWLESS
DIAMONDS.**






The process of designing an engagement ring; from sketches and fitting diamonds, to the final product.

EVERY
CREATION
REPRESENTS
A MOMENT, AN
EVENT, A STORY,
AN EMOTION.

SHAPE
The shape is an important consideration when buying a diamond as it directly influences the price. Round diamonds are the most popular diamond shape and tend to be priced higher than other shapes (referred to as fancy shapes) because of market demand, increased manufacturing costs, and their incredible brilliance.



The round brilliant cut diamond is by far the most popular and most researched diamond shape available today. For almost 100 years, diamond cutters have been using advanced theories of light behaviour and precise mathematical calculations to optimise the fire and brilliance in a round diamond. In addition to being the most popular and researched shape, round-cut diamonds will typically give you more flexibility in terms of balancing cut, colour, and clarity grades while still getting the fire and brilliance you want. To maximise the brilliance of a traditional round diamond, select one in the two highest cut grades, ideal or very good, and choose ideal, excellent, or very good polish and symmetry grades.

The princess cut is one of the most popular non-round diamond. Its beautiful brilliance and unique cut makes the princess-cut diamond a favourite for engagement rings. The princess has pointed corners and is traditionally square in shape. When choosing a colour grade, consider that while the price of a J-colour non-round diamond is exceptional, colour may be slightly visible in its corners. Also, princess-cut diamonds can vary greatly in how square or rectangular they are. To find the dimension of princess you want, look for the length-to-width ratio in our interactive diamond search and on each diamond's detail page. This will determine what the diamond will look like when viewing it from above. Here are length-to-width ratios for princess-cut diamond shapes that are pleasing to the eye. For a princess diamond shape that is square, look for length-to-width ratios between 1 and 1.05, but if you prefer more of a rectangular shape, look for length-to-width ratios greater than 1.10.

What makes the emerald diamond shape different is its pavilion, which is cut with rectangular facets to create a unique optical appearance. Due to its larger, open table, this shape highlights the clarity of a diamond. If you choose an emerald-cut diamond with a lower clarity grade, such as SI, be sure to review the clarity plot on the diamond certificate. Also, emerald-cut diamonds can vary greatly in how rectangular they are. If you'd prefer an emerald cut with a squared outline, look for an Asscher-cut diamond. To find the shape of emerald diamond you want, look for the length-to-width ratio in our interactive diamond search and on each diamond's detail page. The length-to-width ratio will determine the diamond's outline, or what it will look like when viewed from the top. For the classic emerald-cut shape, look for a length-to-width ratio between 1.30 and 1.40.

The asscher-cut is a beautifully unique shape that is nearly identical to the emerald-cut, except that it is square. Also, the Asscher-cut diamond shape has a pavilion that is cut with rectangular facets in the same style as the emerald-cut. If you choose SI-clarity be sure to view the clarity plot on the diamond certificate, because this shape highlights the clarity of the diamond. When choosing a colour grade, consider that while the price of a J-colour non-round diamond is exceptional, colour may be slightly visible in its corners.

This brilliant-cut diamond is also called a teardrop for its single point and rounded end. The unique look of the pear shape helps make it a popular choice for a variety of diamond jewellery. If you choose an elongated pear shape, the length of the diamond creates a subtle slimming effect on the fingers. To understand what the pear-shaped diamond will look like when viewing it from above, look for the length-to-width ratio on each diamond's detail page. For the most traditional pear-shaped diamond, look for a length-to-width ratio between 1.45 and 1.75.

The shape of a marquise diamond can maximise carat weight, giving you a much larger-looking diamond. This brilliant-cut diamond looks beautiful set with round or pear-shaped side stones, and the length of the marquise diamond makes fingers appear long and slender. To find the dimension of marquise you want, look for the length-to-width ratio in our interactive diamond search and on each diamond's detail page. The length-to-width ratio will determine the diamond's outline, or what it will look like when viewed from the top. For the most traditional marquise-cut diamonds, look for length-to-width ratios between 1.75 and 2.25.

Trimmed corners are the signature of radiant-cut diamonds, and they help make the shape a popular and versatile choice for jewellery. A radiant-cut looks equally beautiful set with either baguette or round side-diamonds. Radiant-cut diamonds can vary in their degree of rectangularity. To find the dimension of radiant you want, look for the length-to-width ratio in our interactive diamond search and on each diamond's detail page. The length-to-width ratio will determine the diamond's outline, or what it will look like when viewed from the top. For a radiant diamond shape that is square, look for length-to-width ratios between 1.0 and 1.05. If you prefer more of a rectangular shape, look for length-to-width ratios greater than 1.10.

The heart is the ultimate symbol of love. The unique look of the heart-shaped diamond helps make it a distinctive choice for a variety of diamond jewellery. When choosing a colour grade, consider that while the price of a J-colour heart-shaped diamond is exceptional, colour may be slightly visible in its corners. To find the dimension of heart-shape you want, look for the length-to-width ratio in our interactive diamond search and on each diamond's detail page. The length-to-width ratio will determine the heart-shaped diamond's outline, or what it will look like when viewed from the top. For a more traditional heart-shaped diamond, look for length-to-width ratios between 0.90 and 1.10.

An oval diamond has beautiful brilliance that's similar to a round diamond. Oval diamonds are also very popular as their length can accentuate long, slender fingers. To find the dimension of oval you want, look for the length-to-width ratio in our interactive diamond search and on each diamond's detail page. The length-to-width ratio will determine the oval diamond's outline, or what it will look like when viewed from the top. For more traditional oval-cut diamonds, look for length-to-width ratios between 1.33 and 1.66.



Download the **Blippar** app and scan the icon for behind-the-scenes content.

Cushion-cut diamonds (also known as "pillow-cut" diamonds) have rounded corners and larger facets to increase their brilliance. This unique shape has been popular for more than a century. These larger facets highlight the diamond's clarity, so if you choose an SI clarity grade, be sure to review the clarity plot on the diamond certificate. Cushion-cut diamonds are available in shapes ranging from square to rectangular. To find the dimension of cushion diamond you want, look for the length-to-width ratio in our interactive diamond search and on each diamond's detail page. The length-to-width ratio will determine the diamond's outline, or what it will look like when viewed from the top. For a cushion-cut diamond that is square, look for length-to-width ratios between 1.0 and 1.05, but if you prefer more of a rectangular shape, look for length-to-width ratios greater than 1.15.

SETTING

In an engagement ring, a diamond is held in place by a setting. The setting has two jobs: to highlight the beauty of the diamond, and to protect it from damage. Different settings offer different degrees of protection.

Prongs are used when a diamond is held in place, usually with four to six prongs (narrow metal supports). When prongs are used to secure a single stone, the ring is often called a "solitaire". There are many variations to the prong setting, like the cathedral setting, which has slopes extending into the band from each prong, to further protect the diamond. A bezel setting uses a thin metal strip that is pushed or hammered around the gem to hold it in place. The bezel setting provides excellent protection for the center stone. With a halo setting, tiny diamonds encircle the center stone. A halo can add more sparkle to an engagement ring and make the center stone look larger. A cluster setting is used when placing several small diamonds of similar size next to one another. This technique maximizes sparkle and gives the illusion of a single diamond that is much larger in size than the melee diamonds used to make it.

STYLE

A solitaire style is a diamond or other gemstone set alone in a ring. Multi-Stone styles have several larger stones, or one large central stone and two smaller side stones, placed side by side in a simple setting. Often two stone types are mixed, such as an emerald with two diamonds, or two sapphires with a central diamond. Clusters have several stones arranged together in a ring, which can comprise any shape - from flowers and stars to more geometric vintage-inspired shapes.

METAL

The type of metal you pick for an engagement ring band affects the overall look of the piece. White gold and platinum have been popular for a number of years, and both make for a sleek, modern look. They are also good choices for diamonds graded in the colorless to near-colorless ranges—D through J on the GIA color scale—as they highlight the diamond's colorlessness. Setting one of these diamonds in yellow prongs would cause the diamond to look more yellowish in appearance.

Platinum is a gray-white metal that is elegant, extremely durable and corrosion resistant. Because platinum is soft in its pure state, it is typically alloyed with other metals such as iridium, ruthenium and cobalt, the most popular alloys in the U.S. Gold has been used in jewellery for thousands of years. It enchants people because of its color, rarity and luster (the appearance of a material's surface in reflected light). Like platinum, pure gold is soft, so it is typically alloyed with other metals. Karat is the term used to state gold's fineness, which is based on 24 parts. Rose gold is trending, has a warm and soothing appearance, and was a popular choice for engagement rings from the Retro era (1935 to the 1950s). This metal is usually made by alloying gold with copper and silver. Companies closely guard their special blends. Rose gold is usually more durable than yellow gold, and is said to complement any skin tone. White gold is made by alloying pure gold with white metals such as palladium or silver. It is a beautiful and durable choice for engagement rings. Note, however, that white gold is usually plated with rhodium for a better shine and to protect against scratching. This can wear away over time, requiring re-plating. Sterling silver is often used in jewelry but rarely in engagement rings, as it is not the most durable of metals and tarnishes over time. It is also comparatively soft. Sterling silver is an alloy of 925 parts (92.5%) silver and 75 parts (7.5%) copper or other metal (usually nickel or zinc).



Dripping in diamonds
in the VIP salon at the
Cartier NYC Mansion.

PHOTOGRAPH BY MICHAEL AVEDON.

Leaning in at the mansion's Panther Hall with endless choices.





THE 'LOVE' COLLECTION

The history behind Cartier's most popularized and iconic collection.

The Cartier Love Bracelet is arguably the most popular and widely-recognized Cartier design in the jeweller's vast collection. Since its inauguration, the simple yet captivating piece has been adored by the likes of Elizabeth Taylor, Cary Grant, and Angelina Jolie. The bracelet's charismatic appeal has been attracting jewelry enthusiasts for almost 50 years. Its long, glamorous past is matched by the many grand people throughout history who have chosen to wear it.

Before the Cartier Love Bracelet debuted, the house of Cartier (founded in 1847) was already a well-established and respected jeweller, largely praised for their romantic and inspired designs. Cartier was first a favorite designer among royals. In the 1950s, the brand became a Hollywood mainstay after receiving a shoutout in Marilyn Monroe's performance of "Diamonds are a Girl's Best Friend" in *Gentlemen Prefer Blondes* (1953). Cartier went on to design the actress-turned-Princess of Monaco Grace Kelly's engagement ring to Prince Rainier in 1956. By 1969, the brand was the talk of the town, especially after actor Richard Burton purchased from them a 68-carat, pear-shaped diamond to give to his then-wife Elizabeth Taylor.

Few things in life are as pure and wholesome as the infamous Cartier Love Bracelet—a universally coveted piece of jewelry carrying on powerful symbolism. And could it be any different? Love is the most powerful driving force in the universe, an emotion so strong and inherent to all that it transcends all differences to form lifelong bonds. How far would you go for love? This is the question posed by Cartier with its now-iconic piece, the LOVE bracelet. Its appeal is multifaceted—a cult item beloved by the fashion set, celebrity favorite and classic piece with instant recognition, it hits every note. Add to that the choice of yellow, pink or white gold and the option of diamonds in place of its signature screws, and it's clear it's the fine jewelry piece that could find itself in anyone's collection—man or woman, young or old, over-the-top enthusiast or modern minimalist. And yet it's not quite like any other bracelet.

Designed in 1969 in New York City, the LOVE bracelet was the creation of young Italian jewellery designer Aldo Cipullo, and it quickly became a must-

Left: Cartier's Love bracelet in diamond-pavé white gold, and pink gold.

LOVE HAS BECOME TOO COMMERCIAL, YET LIFE WITHOUT LOVE IS NOTHING.

have item for the city's chicest denizens. Inspired by the chastity belt and the idea that symbols of love should be everlasting, the bracelet's unique charm lies in its locking mechanism. Rather than slipping onto your wrist, two C-shaped halves unhinge to clasp together before be-

ing screwed on with a miniature screwdriver included with each bracelet, reinforcing the idea that love is not to be taken lightly. A hip, witty way to declare one's feelings in the modern era.

"Love," said Cipullo, "has become too commercial, yet life without love is nothing—a fat zero. What modern people want are love symbols that look semi-permanent—or, at least, require a trick to remove. After all, love symbols should suggest an everlasting quality." The Cartier screw came to be regarded as one of the sweetest ways to show someone they're literally 'holding the key' to your heart with the romantic pair of the matching LOVE bracelet and its corresponding screwdriver necklace. Lovers across the globe embraced the concept as the ultimate expression of their love and devotion for each other. So much that the question of "Do you love me enough for a Cartier Love Bracelet?" came to be a necessary step of the talk every couple has at some point in the relationship.

Cartier LOVE bracelets are surrounded with lore. As the story goes, they could at first only be purchased by couples who would surrender the screwdrivers to one another. When Cartier introduced the bracelet, they further cemented its romantic symbolism by giving them to high-profile celebrity pairs like Elizabeth Taylor and Richard Burton and Ali MacGraw and Steve McQueen. Initially, Cartier had a strict policy that no customer could purchase this bracelet for themselves—it had to be a purchase as a gift for their significant other. The bracelet was an instant hit, and during the 70s, famous couples and celebrities were photographed wearing the sleek gold bangle. According to *Vogue*, legend even has it that some New York City hospitals keep a LOVE bracelet screwdriver on hand in case patients need the piece removed.

Of course, things have changed and now anyone may lock themselves into the chic confines of the storied bracelet. And while a LOVE bracelet may be easier to remove than the proverbial chastity belt, it has still proved enduring. They continue to increase in price and popularity, making them more coveted now than ever among those declaring their everlasting love, but also as graduation gifts or 'treat yourself' indulgences.

Today's LOVE bracelets hew close to Cipullo's original design, but innovations were necessary as the piece rose to fame. "Since its inception the LOVE bracelet has been immensely popular," explains Senior Director of Authent-





Cartier's Love bracelets; a symbol of commitment and ever-lasting romance.



cation, Graham Wetzberger. "Early models did not have serial numbers, but due to the many counterfeits on the market Cartier began engraving each piece of jewelry with a unique number which is kept on file at Cartier headquarters."

In addition to Cartier's engraving, high-quality precious metals and signature design elements are key to distinguishing the real thing from fakes. "I have seen many knock-off LOVE bracelets," says Wetzberger. "Some are very cheap, made from brassy aluminum which are very lightweight and are often the wrong shape or use the wrong closure. But other fake bracelets are actually made from gold and can feature real diamonds, so it's very important to look at the hallmarks and trademarks as well as the quality of the stones and metal to determine authenticity."

The Love Bracelet is Cartier's signature jewelry design and arguably the most popular piece in brand's vast collection. The Love Bracelet's distinctive design features perfectly spaced screws. This unique detail was inspired by the medieval chastity belt folklore and is meant to symbolize devotion and faithfulness. In turn, the Love Bracelet includes a screwdriver so only your significant other can "unlock" the bracelet. In addition to the classic original bracelet, Cartier's LOVE collection now includes rings, earrings, cufflinks, pendants and more. Whether you're making the ultimate commitment or just adding to your stack of bangles, you still can't go wrong with Cartier's classic.

While you may be very familiar with this iconic bracelet, you may be a little nervous when it comes to screwing it open and closed the first few times. To lock close the Cartier Love Bracelet, put the two halves of the bracelet around your wrist. Use the provided Cartier screwdriver to turn the screw at the closure roughly two times clockwise. On the small size, the screw will be turned one half counter-clockwise. Once the screw matched the other rivets, the bracelet is locked.

**AFTER ALL, LOVE
SYMBOLS SHOULD
SUGGEST AN
EVERLASTING
QUALITY.**

Left: Cartier's Love bracelet in yellow gold, diamond-paved white gold, diamond pink gold, diamond white gold, and diamond-paved yellow gold.







HANDED
DOWN FROM
GENERATION
TO GENERA-
TION, CARTIER
CREATIONS
ARE DESIGNED
TO BE

TIMELESS.



Set of yellow and white gold Love bracelets with 594 diamonds.



REAL VS. FAKE

Five ways to determine if your Cartier Love Bracelet is real—or just a really good fake.

Jewellery is an anomaly within the luxury goods industry because it's a segment where non-branded goods outsell branded ones. More consumers opt for non-branded pieces that are (literally) worth their weight in gold rather than those crafted by well-known jewellers that come with a higher price tag for the name. Cartier LOVE Bracelets are one of Cartier's most iconic pieces of jewellery. They were first introduced in the 1970s and have become one of today's most desirable pieces of everyday jewellery for both men and women. The bracelet is a universal symbol of love and commitment. The LOVE bracelet is a flat bangle studded with screws that locks to the wrist. Opened and fastened with a screwdriver, the piece serves to sanctify inseparable love.

Due to the Cartier LOVE bracelet's iconic nature and global reach, it is a continuous focus of unauthorized duplication. When figuring out the authentic of a Cartier LOVE bangle, it's important to note that not all LOVE bangles are made the same, since over the years, there have been changes in the design and style. The simplest way to protect yourself from buying a fake Cartier Love bracelet is to do some preliminary research. Check out the official Cartier website for a little history on the collection. For instance, since the Cartier Love made its debut in 1969, anything dated before then is a forgery.

Also, look at official Cartier pictures to show you what a real Love bracelet should look like. Understand the design traits of the bracelet. For example, what are the different widths and styles available? How many decorative screws should there be? Love bracelet vs. Love cuff?

LOGOS

Closely read the hallmarks and logos. Every Cartier Love bracelet is stamped with a "hallmark" that indicates the metal quality. Love Bracelets made out of 18K gold are stamped with 18K, 750 or sometimes both numbers. Platinum Love Bracelets, meanwhile, are marked with the numerals 950. When you look at the stamps, these are not the same, the fake often has a smudged Cartier logo and uses an 18kt stamp rather than the Cartier's "750". Also, the fake's stamp is not precise and is done quite carelessly. The real Cartier love bracelet's markings should be readable, even, and smooth. If those hallmarks are not impressed on your bracelet, it's definitely a warning sign. That being said, when Aldo Cipullo first designed the Cartier Love bracelets in the 1970's, the bracelets did not include these hallmarks nor did they include serial numbers. This made it easy for counterfeiters to go ahead and flood the market with fakes. It is likely that almost 50% of the Love bracelets from the 70's are fakes. Double-check the spelling and typography of the Cartier logo. If the brand name is misspelled or not in the iconic cursive font, your bracelet is—sorry to say—a forgery.

Cartier's Love bracelet, SM in pink gold and Love bracelet in yellow gold.







WEIGHT & QUALITY

Feel its weight and evaluate its quality. Across its entire collection, Cartier uses only high-quality and durable gold and platinum metals. Cartier's brand was built on using only the highest quality of gold and platinum so one of the biggest hints of a fake is the weight of the bracelet. Depending on their size and metal, a Cartier Love Bracelet should weigh between 30 and 38 grams (roughly the equivalent of five to six US quarter coins). Fake bracelets oftentimes are comparatively much lighter than authentic Love Bracelets.

If the Cartier Love bracelet comes with diamonds, the diamonds should also be visible on the inside of the bracelet via hexagonal cutouts. Also areas of discoloration or chipping metal—even more so if there is another color underneath it—are indicators that the piece is not genuine. Cartier is also very meticulous with their quality control. When looking at the screws, there have been recent updates to the design. The screws are now attached to the bracelet. Real Cartier Love bracelets are very precise and the screws perfectly stamped into the metal. The screw stamps on the replicas are not properly aligned, uneven, and not a smooth surface. Therefore, the screws of the Love Bracelet should always be in perfect alignment. Since Cartier is known for their quality, the screws will always be flawless. The screws should turn easily with the screwdriver. When you see a fake Cartier Love bracelet, the sides have a curvature that makes it appear more round. The screws are also much more difficult to open.

Cartier's Love bracelet in yellow gold, and Love bracelet, SM in pink gold.

CHERISH THIS ICONIC PIECE FOR THE REST OF YOUR LIFE WHEN IT'S FINALLY YOURS.

PRICE

Another notable difference is the price. If you seem to be getting a too good to be true deal, you're probably right. Brand new standard yellow gold Cartier Love Bracelets retail for \$6,300 USD and, because they are highly coveted and made of the finest materials by skilled craftsmen, they do not significantly depreciate in value. So keep that \$6,300 figure in mind as you price compare; the quoted resale price should not waver too far from the original ticket price. So if the price seems too good to be true, it probably is.

But one notable outlier here is the Charles Revson Love Bracelet. In the 1970s, Cartier partnered with Charles Revson, founder of Revlon Cosmetics, to release a special edition Love Bracelet. Stamped with "Charles Revson" on the inside, this iteration was a less expensive version of the original. To keep costs low, the Revson Love Bracelets were electroplated and unscrewed only on one side. These vintage Revson Love Bracelets are in circulation but should be advertised and priced accordingly. Some vendors may not disclose that you are looking at a Revson Love Bracelet and tag it as simply a Love Bracelet and pricing it as if it was a solid Love Bracelet. So beware if the price of the Love Bracelet you're eyeing seems unusually inexpensive.

VERIFY

If possible, verify the seller's reputation. Scrutinize the seller's website and research any customer reviews that can provide insight into the seller's legitimacy. Be wary of sellers who do not list where they're headquartered or do not indicate where their product is being shipped from. Remember there's no way to tell for certain that what you're buying is authentic unless you're buying from a reputable seller. Does the seller have longevity? Decades of happy customers don't lie. Do they have open communication? Do they call you back? Facebook you? Text you? Direct message you videos on Instagram when you request? Are they verifiable? Do they have Yelp & eBay reviews? Will they show you proof of a diamond's certification, a watch's papers, or a designer piece's original box? Do they offer easy returns? This should be clearly stated, black and white; simple for you and protective of your money. This is very crucial. It lets you, if you have any doubt, inspect the bracelet in person risk-free. Yes, you'll likely pay shipping costs, but if you do that and discover something's just a little "off" about your new purchase, it's better to be out \$20 than \$6000, you know?

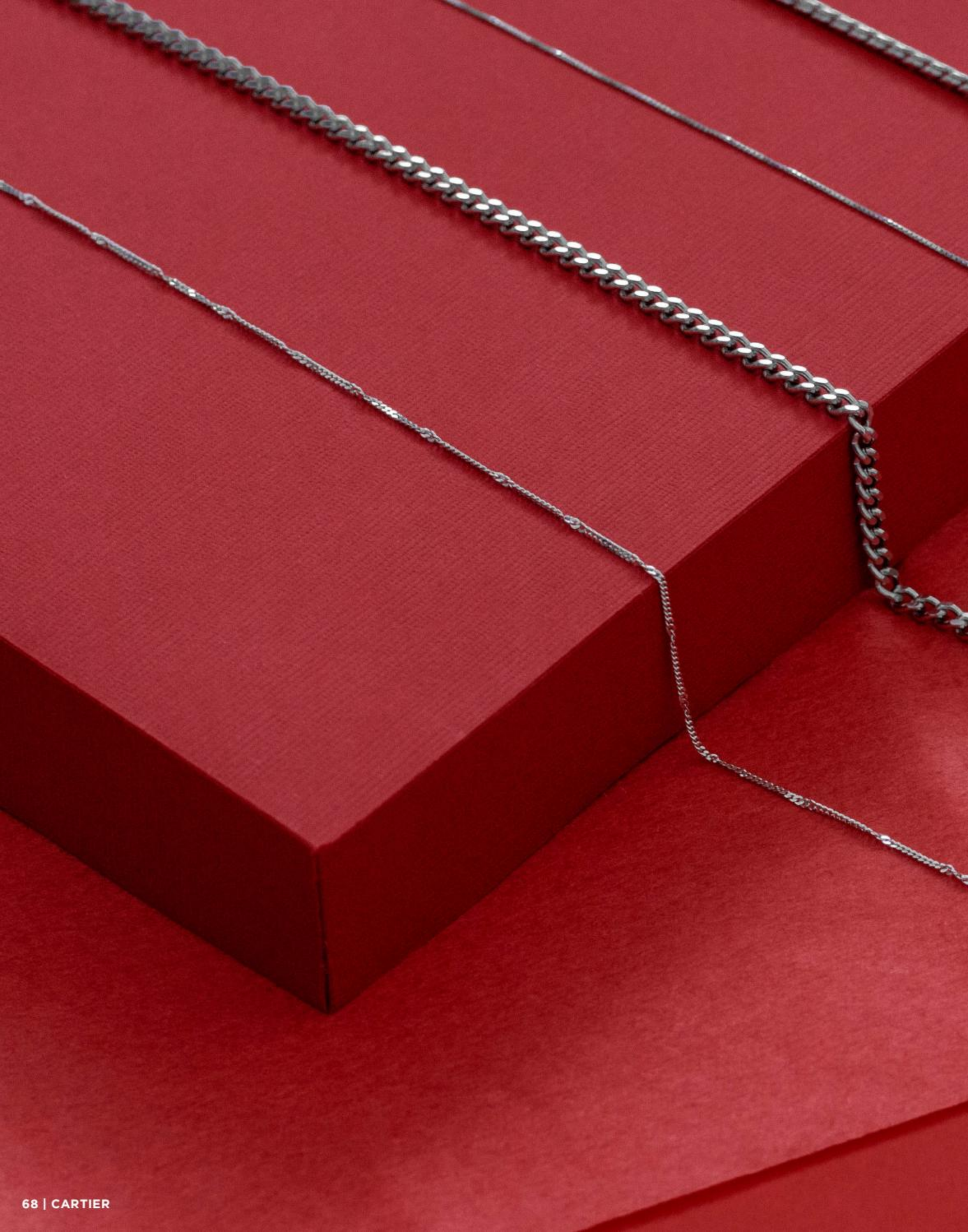
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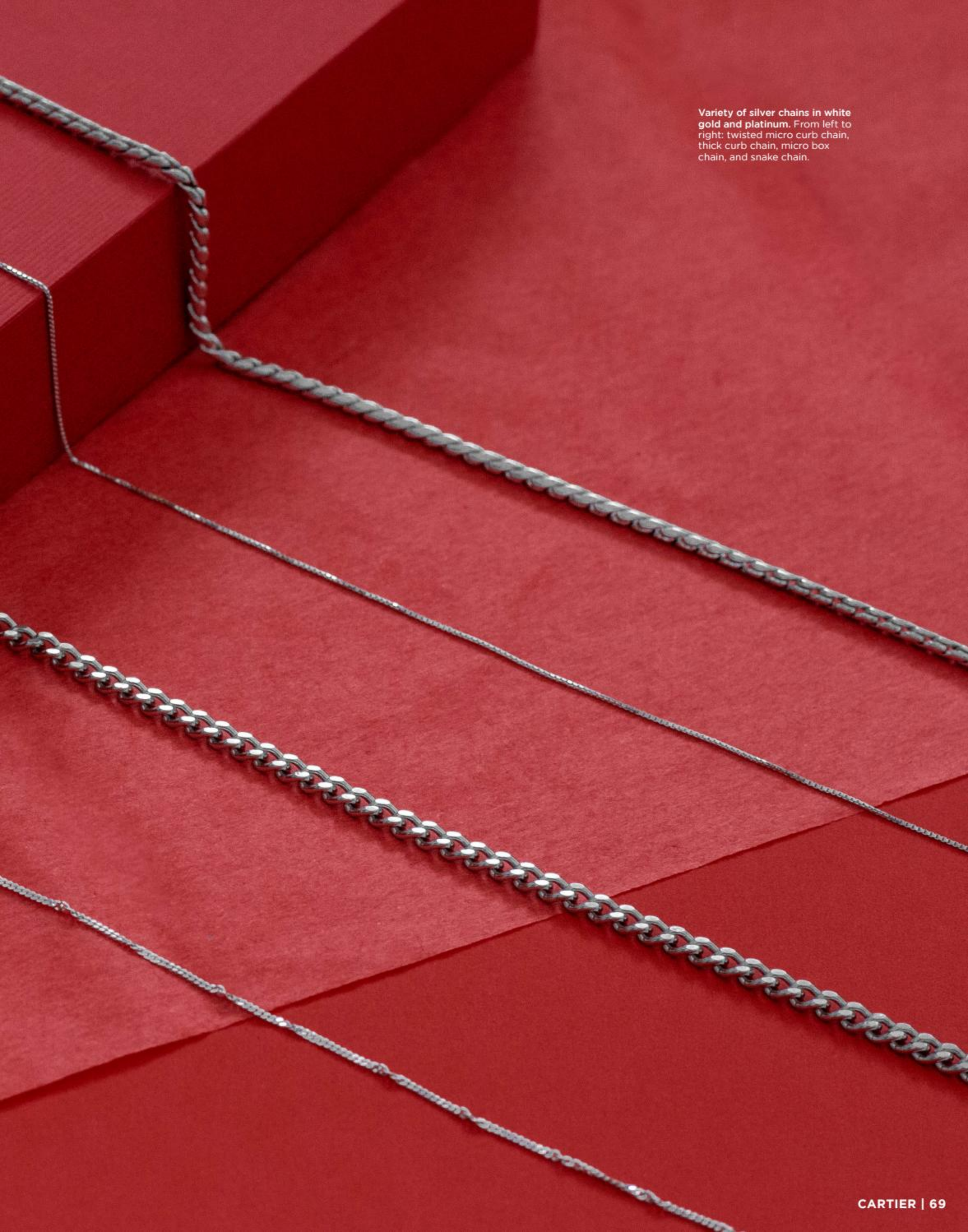
Get an official appraisal. Don't just look at photos online. If you want assurance that your Love bangle is real before buying, based on photos alone, you're out of luck. It's impossible to authenticate a Love bangle based only on photos, even for a Cartier S.A.—that's how good today's "Super Fakes" are. It spoils the thrill of the chase for the bargain hunters in us all, but Cartier has no reason to encourage shoppers to pay less for coveted Love bracelets, so they don't encourage the second-hand market. Since fakes are so well done, it's important that you don't solely rely on photos of the Love bracelet.

With your Love bangle in hand, you'll need to have it authenticated in person. It's getting more difficult to do this—the Cartier store no longer authenticates LOVE bracelets. Occasionally, you can catch a sales associate in a good mood and show them your purchase and receive a wink & a nod that you've got the real deal, but they don't officially authenticate Love bangles anymore. After you receive your Cartier Love Bracelet—even if you're confident it's 100% authentic—you should have it independently appraised as proof positive you're in possession of the real thing. Some replicas though are very close to the real Cartier Love bracelets; this is why it is important to have your bracelet authenticated. If you have further questions regarding the authentication process, contact Cartier's customer representatives.



Cartier's Love bracelet in yellow gold, and Love bracelet, SM in pink gold.





Variety of silver chains in white gold and platinum. From left to right: twisted micro curb chain, thick curb chain, micro box chain, and snake chain.



18K yellow gold rings: Cartier Love wedding band, plain wedding band, and etched band.

PRODUCT CARE

How-to take care of your jewellery, watches, and leather goods.

PRECAUTIONARY MEASURES

Take care of your jewellery, watches, and leather goods and it will last for years. While every product looks beautiful and in great condition, they can end up looking faded and may lose their quality appearance if not cared for well. If you want your Cartier products to look as good as new, then you need to take good care of it. Follow these simple steps on how to take care of your products.

Be sure to check that the clasp and safety catch, as well as the settings of the stones. If you have any concerns, you should not wear your piece of jewellery until you have had it evaluated by an expert at a Cartier boutique.

DAY-TO-DAY CARE

Your Cartier jewellery is precious and requires care and attention. We recommend the following daily considerations, so that they are preserved as long as possible. Be sure to handle your jewellery with care. Remove your jewelry when washing your hands or using corrosive products that could permanently damage precious metal, stones or pearls. Take your regular activities into consideration when wearing your jewellery, including potential for impact. Keep your jewellery away from intense sources of heat and extreme temperature changes.

Your Cartier watch deserves care and attention. Keep your watch away from prolonged exposure to magnetism. Avoid wearing a bracelet on the same wrist. Do not wear your watch while sleeping. Avoid wearing your watch when playing sports such as golf or tennis. Avoid extreme changes in temperature and humidity, such as saunas. If your watch is equipped with an automatic mechanical movement, have the bracelet property fitted to your wrist by a Cartier sales associate to ensure the optimal winding of the movement. You can clean your watch with a soft dry cloth, regardless of water resistance.

STORING YOUR JEWELLERY

Jewellery pieces can become scratched when coming into contact with one another. We recommend you to store them individually in the Cartier box or pouch that you received at the time of purchase. Chains should be closed and laid flat so as to avoid their becoming tangled. Be sure to avoid storing multiple pieces of jewellery together without separation, so as to avoid scratches.



Assortment of jewellery in yellow gold: double rope chain, round cut solitaire diamond earrings, eternity pavé diamond bands, ball chain, and cable chain.



Wedding set: round cut solitaire diamond ring with diamond-paved band and eternity pavé diamond band in white gold, and solid wedding band in platinum.

MAINTAINING YOUR JEWELLERY

Your jewellery should be cleaned regularly. Check the clasps. If your jewellery contains lapis lazuli, coral, pearls, turquoises or emeralds, or if in general it contains a significant cluster of stones, the task of cleaning it should be entrusted to one of our specialists at a Cartier boutique. If it does not contain this kind of stone, soak it regularly for a few minutes at a time in warm soapy water (using only soap with a neutral PH). Scrub it regularly with a very soft toothbrush. Rinse it carefully in warm water and wipe it with a soft cloth, a chamois leather or a clean microfiber tissue. You are invited to bring your jewelry to a Cartier boutique annually so as to have it checked, cleaned and revitalized. Every one to three years, have the stringing of your Cartier pearl necklace evaluated for service.

AVOIDING DAMAGE

By following a few simple tips you will be able to keep your jewellery in its original condition for many years to come. The permanent contact between your jewellery and your skin, and its exposure to different weather conditions, pollution or accidental knocks all mean that it requires care and attention. If possible, remove your jewellery before starting any activity that might damage it, such as playing sports, cooking or gardening. Avoid any contact with cosmetic or household products, since they contain ingredients that could discolor your jewelry. Avoid rapid changes of temperature. Store your jewellery in an individual case, in its original Cartier case or in the separate compartment of a jewellery box. Chains should be closed, wrapped up and laid flat so as to avoid the formation of knots.

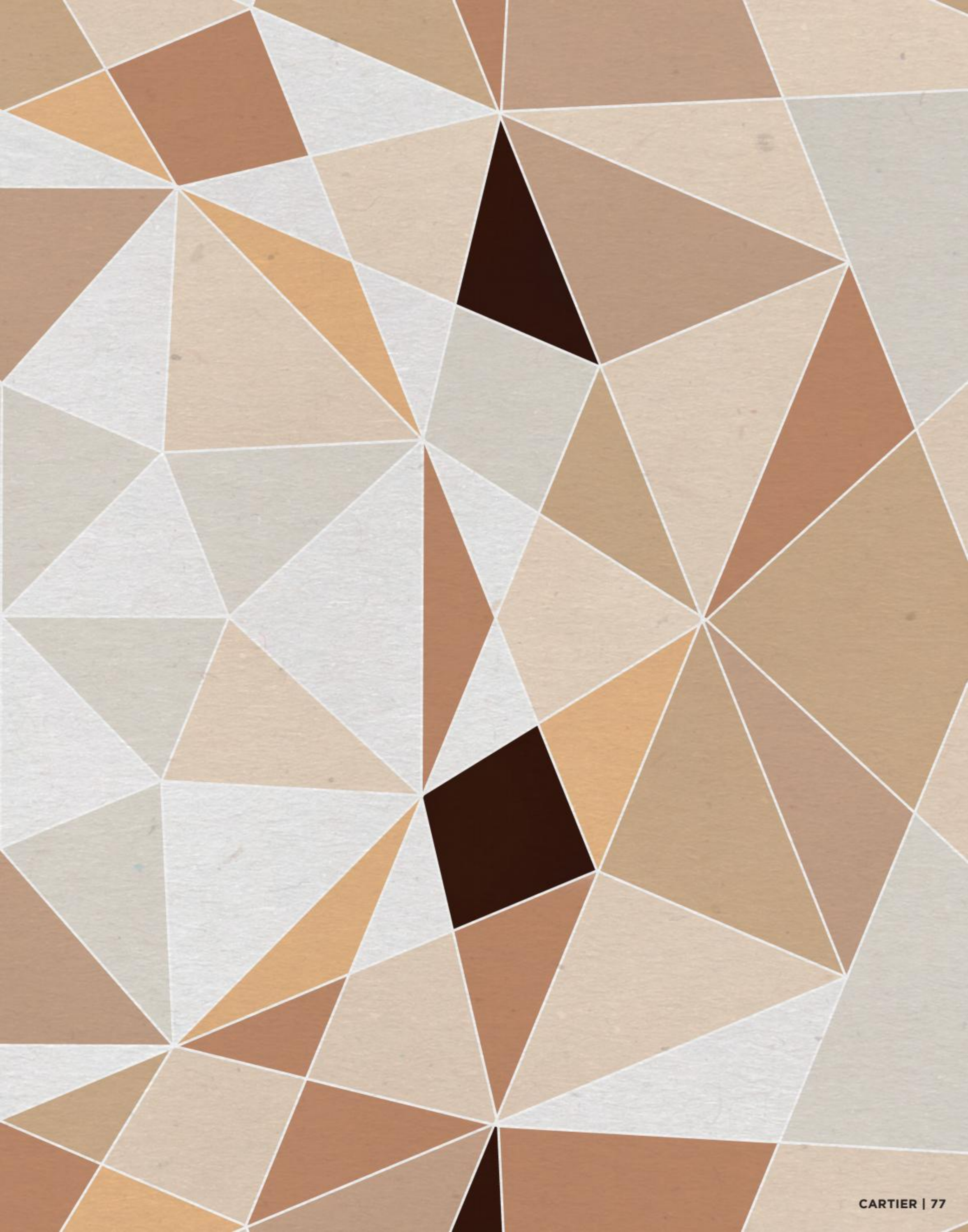
PRECIOUS STONES

Always protect them from any potential knocks. Even diamonds, the hardest of all precious stones, may become broken, chipped, or scratched by repeated blows. Regularly check the prongs and settings of your stones. Have your jewellery cleaned if the stones start to lose their shine or take on a dull appearance.

POLISHING

For the vast majority of jewellery, polishing makes it possible to remove or limit scratching on gold surfaces. Given that this operation involves the removal of a fine layer of metal, we recommend that you not have this service carried out more than twice in the lifetime of a piece of jewellery made of white gold or three times in the lifetime of a piece of jewellery made of yellow gold. Check beforehand with our Cartier jewellers that your model can be polished. The rapid shine service, a less intense polishing operation, is also available for the removal of superficial scratches on some yellow and pink gold models. Our technicians are at your disposal to carry out a diagnosis and recommend the service that is best suited for your requirements.





TAKING CARE OF PEARLS

If you wear your pearls regularly, have their stringing checked once a year. Avoid spraying perfume on pearls. Clean them with a damp cloth, using neither soap nor detergent. Store them separately in an individual case. They could potentially be damaged by light, heat or by contact with soap, detergents, or dyes.

PREVENTING WATER DAMAGE

The water-resistance of your watch is ensured by sealed gaskets. The water-resistance seals of your certified water-resistant watch undergo natural deterioration due to aging. You are recommended to have a regular water-resistance check performed. This diagnostic service is provided at no charge by our expert watchmakers. Before any contact with water, ensure that the crown of your watch is fully pushed into the case so it remains water-resistant.

When your watch is underwater do not activate the chronograph function, second time zone, or other secondary mechanical features. After swimming, make sure to rinse your water-resistant watch in clean water so as to neutralize the harmful effects of seawater or chlorine.

BATTERY CHANGE

The average lifespan of your battery is approximately two to three years. To change the battery, you should entrust your watch to a Cartier boutique or authorized retailer. To prevent oxidation or corrosion, we advise you to not leave an old battery inside your watch.

Watches. Left: round shape with black face in yellow gold and steel. Right: round shape with black face in steel.



**NO REASON
IS TOO SMALL
TO INDULGE
YOUR EVERY
WANT.**

LEATHER GOODS

In order to preserve the natural beauty of your leather goods we recommend specific guidelines. Avoid over-stuffing to ensure it maintains its original shape. When your bag is not in use it is recommended that you fill its interior with tissue-paper before storing it in its cover and box. Avoid letting leather articles come into contact with water, greasy substances, make-up products or perfumes. Protect your articles from light, heat, and humidity so as to preserve their appearance and color. Certain articles feature magnetic clasps and fasteners. Avoid direct contact between these magnets and credit cards, electronic key cards, or your Cartier watch.

It is advised that you clean leather articles with a soft dry cloth. Avoid detergent such as polish or waterproofing. To clean articles made of fabric, fur or velvet, light brushing is recommended. Buckles require no particular care or attention. Specially designed to withstand the test of time, the lining can be cleaned with a soft, damp cloth and a little soapy water (ensure that the soap contains neither a fragrance nor a coloring agent).

FOR MORE INFORMATION

Please visit your nearest Cartier boutique or contact our Client Relations Center at 1-800-CARTIER (1-800-227-8437). You can also find more information on the official Cartier website.

REPAIRS

For repair or service for your Cartier creation, we are pleased to offer you the choice to make arrangements online or to submit your item at your Cartier Boutique of choice. Whichever is your preference, once your creation has been registered you will be able to follow the status of your service online.





Assortment of jewellery in white gold:
diamond tennis bracelet, round shape watch
with white face and diamond-paved detail,
solid wedding band, and pavé diamond
wedding band.



GUIRLANDE DE CARTIER

The box bag
has never
looked more
luxurious.

Haven't we all always wanted a bag that not only serves all our needs but makes us stand out from the crowd as well? Cartier is captivated by its most iconic object: the case. Taking it in new directions, the Maison once again lays claim to a creative vision that unveils beauty in all its forms, from function to design. The same bold statement that resulted in the Love, Juste un Clou, Écrou de Cartier collections, and the Baignoire watch. It's about finding the remarkable in the unremarkable, an eye that unearths treasure in all things.

If you dive into the archives of Cartier, you'll find that the French Maison is more than a watch and jewellery powerhouse. Over the years, Cartier has also demonstrated their design prowess in the handbag category: from the jewellery bags of the 1910s, to the Must de Cartier collections in the late 1960s, Must-C bags, C de Cartier, and most recently, the Cactus de Cartier and Panthère de Cartier clutch bags. It's no surprise that Cartier is ready to write a new chapter on leather goods, with its latest jewel of a bag.

If diamonds are a girl's best friend, then the box that they come in has to be extra special. Cartier knows this very well, as any recipient of its iconic red octagonal jewellery box would tell you. They'd also be delighted to know that the Maison has transformed that beloved box into something a little more than a keepsake. Enter the Guirlande De Cartier handbag. Much like Cartier's jewelry case, the box bag stands out from all the others: it features a geometric form made up of eight clean-cut sides, assembled together with smooth calfskin leather in rich shades of red, green or black. To top it all off, the bag's façade is adorned with a gold frieze trimming that gives it a nice, regal touch.

It isn't just a bag. It is the Guirlande de Cartier. The bag made its online debut at Paris fashion week last October, setting off a chain reaction as 12 key influencers posted the bag on their Instagram accounts in succession. As it is, the Guirlande De Cartier makes for a great piece of arm candy to tote

Left: Cartier's new Guirlande de Cartier handbag

Gurialnde de Cartier handbag in green, red, and black; all with gold finishes.





GUIRLANDE DE CARTIER REPRESENTS THE SPIRIT OF THE MAISON TRANSFORMED INTO A SINGLE SHAPE

around, but the handbag also comes with a detachable leather strap for days when you'd like to flaunt it while on the go.

The eight-faceted shape is a powerful one: symbolic of renewal, completeness and regeneration across different cultures. It also comes to mind when we think of Place Vendôme, with its distinctive buildings and pedimented screens canted across the corners of the space. The Guirlande de Cartier is offered in four colours (red, black, green and camel), in calfskin. There are 3 sizes to keep an eye out for: Mini (SGD2770), Small (SGD3850) and Medium (SGD4250). Don't be fooled by the sizes though, because the Mini itself can fit an iPhone XS Max, which gives you a pretty good gauge of how much you can fit within the smallest of the lot. A special patent crocodile miniature edition completes the series. Each bears the distinctive golden garland motif, and hot stamped "Cartier" signature (inside the bag). The functional gusset size allows for two internal compartments. A signature pocket holds a removable mirror. All 3 sizes come with an adjustable and removable leather strap that gives you an alternative way of carrying it, though no one's stopping you from carrying it via the top handle like a chic handbag. Or you can sling it over the shoulder or wear it as a clutch, depending on your plans for the day and the rest of your outfit.

Cartier has earlier launched jewellery bags in the 1910s and clutch bags in the 1960s, but this is their very first everyday accessory. The Guirlande De Cartier handbag, fuses the aesthetics of jewellery and watches that the company is traditionally known for and merges them into one beautiful bag. Bags are twice as cherished; quintessential contours that embody a feminine absolute. A one-of-a-kind accessory, for stepping out in unflappable poise and taking ownership of the fearless redirection of a legend by a great Maison with the perfect dash of wit and deviation.

The bag style was first made available at the three historic temples of the Maison - 13 Rue de la Paix in Paris, New Bond Street in London, and 5th Avenue in New York - while the rest of the world anticipated its release. The Cartier Singapore ION Orchard flagship joins the selected list of boutiques to launch the Guirlande de Cartier handbag collection on 11 January 2019. Other Cartier stores are set to retail the collection in March 2019.

Right: Guirlande de Cartier handbag in green, red, and black; all with gold finishes.



Gurialnde de Cartier handbag in red with gold finishes; released in 2019.

Cartier

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