

CARTIER IN AMERICA

The legendary French jeweler salutes one hundred years in the United States by introducing commemorative keepsake pieces and a stunning photography book.



With exhibitions of precious pieces from the company's private archives, star-studded parties, an exuberant photography book, and a patriotic bracelet crafted in true Cartier style, the French jewelry legend's centennial in America will certainly not go unnoticed. Cartier's one-hundred year history in the States is the epitome of French elegance and tradition paired with American ingenuity, freedom, and creativity.

The story of Cartier's introduction to the U.S. is the stuff of historical jewelry legend, a tale that is almost storybook, yet very real and one that has shaped the iconic jewelry maker's presence. In 1909, Cartier opened its first American boutique on the second floor of a building at 712 Fifth Avenue in New York City. The wife of a shipping magnate, Maisie Plant, became captivated by a double-strand necklace of natural pearls she saw on a visit to the shop. Meanwhile, Pierre Cartier admired the Plant mansion just down the block. He offered the Plants the necklace, valued at \$1 million at the time, in exchange for the property. Morton Plant agreed that the home was a suitable barter, and in 1917 Cartier moved his jewelry boutique to 653 Fifth Avenue, where it has been ever since. A portrait painted by Alphonse Jongers in 1918 shows Mrs. Plant proudly wearing her two-strand pearl necklace.

The building is now an official New York City landmark, so named by the New York Landmark Preservation Commission in 1970, and described as a "testimony to a bygone era, when sumptuous mansions were built on Fifth Avenue."

Throughout the years, Cartier's U.S. boutiques in New York, Palm Beach, Miami, and Beverly Hills have become places where connoisseurs of fine jewelry gather, and its centennial anniversary party at its flagship store was no exception. A-listers included Anne Hathaway, Justin Timberlake, Kate Hudson, Rachel Weisz, Sir Elton John, Eva Mendes, and Demi Moore, plus other notable dignitaries from social spheres and politics.



Cartier Trinity Charity Bracelet in red, white and blue, celebrates America.

The party also marked the launch of the limited-edition Trinity collection. On display for its debut was the new Trinity bracelet in 18-karat yellow, rose, and white gold and diamonds, placed on individual red, white, and blue silk cords that will benefit ServiceNation, an association that aims to raise awareness about social issues in the United States. Also unveiled were other pieces in the new Trinity collection, including a bracelet and ring featuring 100 diamond stars to celebrate one hundred years in America, that will be on sale throughout the year and available at the Bal Harbour Shops boutique, along with Cartier's other boutiques nationwide. Other commemorative pieces that will be on sale include watches and accessories.



Photograph from "Cartier I Love You," a book by Bruce Weber



Photographer Bruce Weber and actress Rachel Weisz at the Cartier 100th Anniversary in America party in New York City.



President and CEO of Cartier International Bernard Fornas, actress Eva Mendes and President and CEO of Cartier North America Frederic de Narpe celebrate Cartier 100th Anniversary in America.



Actress Demi Moore shows off her Cartier flower cocktail ring.



Maisie Plant wearing her double strand necklace of natural pearls in a portrait by Alphonse Jongers, circa 1918.

To immortalize and document Cartier's milestone, the company enlisted photographer Bruce Weber to curate a book that contains new images Weber shot in Miami, as well as images collected from the brand's past. A photographic love letter of sorts, "Cartier I Love You: 100 Years of Cartier in America," expresses the varying dimensions of Cartier and the finely crafted and imaginative designs that are its trademark. The collector's book is available for sale in Cartier boutiques throughout the world.

New York and Beverly Hills boutiques also hosted the exhibition "100 Years of Passion and Free Spirit in America," featuring one-of-a-kind pieces from Cartier's private archive as well as historic and modern jewels worn and on loan by celebrated clients.

Several of Cartier's designs have become well-known elements of classic American style, such as the Tank Watch and the LOVE bracelet. Designed to echo the square lines of the Renault tanks used during World War I, the watch is as appealingly sleek and modern today as it was at its launch in 1917. In fact, the strikingly simple lines that give Cartier's Tank Watch its staying power were what set it apart during an era when elaborate, convoluted designs were the preferred style. With fans including Jackie Kennedy, Clark Gable, Fred Astaire, Gary Cooper, Andy Warhol, Truman Capote, and Steve McQueen, the watch has become an American legend in its own right.



Special centenary LOVE bracelets in 18-carat yellow gold, 12 diamonds (1.24 carats) paved with tsavorites, spessartines, amethysts, pink, yellow or blue sapphires.

The LOVE bracelet became a symbol of everlasting love and devotion during the 1970s. Its simplicity gives it an androgynous charm – men wear the LOVE bracelet just as often as women. From man to woman and woman to man, the LOVE bracelet can be gifted like a pair of precious handcuffs as two people are required to firmly close the screw bracelet. By wearing it, couples show their devotion and become part of the tradition of famous pairs who have worn these bracelets, including Liz Taylor and Richard Burton, Ali McGraw and Steve McQueen, and Frank and Nancy Sinatra. Today, Cartier also offers a Love Charity bracelet that benefits a group of charities from UNICEF to YouthAIDS, which shows the brand's commitment to a cause.

The now famous Parisian jeweler, who arrived in New York from France in 1909, was attracted by excitement and the dynamic energy of turn-of-the-century America in the early twentieth century. What he brought with him and what continues today is Cartier's ability to epitomize elegance, style, extravagance, and innovation. Cartier's first century has created memorable moments in the lives of many Americans, and the legacy continues.

Experience the passion of Cartier at the Bal Harbour Shops, 9700 Collins Ave., Bal Harbour. Call 305. 864.8793, or visit www.cartier.com.