

MARKETING

Top luxury campaigns of 2023: Le Voyage Recommenc by Cartier

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A new marketing release sees Indian actress and brand ambassador Deepika Padukone bringing Cartier's Le Voyage Recommenc collection to life. Image credit: Cartier

By AMIRAH KEATON

At the root of an ongoing slowdown, the luxury industry faced a unique combination of macroeconomic threats this year.

Heritage brands continue to contend with tight-pocketed aspirational consumers in America and slower-than-anticipated lockdown recoveries in China, tapping ambassadors across Asia-Pacific in an attempt to spur sales. Meanwhile, affluent populations in regions such as India and the Middle East flexed their buying power, as executives at powerhouse conglomerates looked toward these new audiences to diversify channels of income.

Beauty mergers and acquisitions took off, and top-end operators in sectors such as automotive, real estate and travel accelerated global launches. Clearly, uncertain conditions did not halt activity, much less innovation. Many luxury players rose to the occasion despite challenges, venturing outside of the box by advancing unforeseen exclusives, thoughtful collaborations and engaging activations that carried growth.

In the lead-up to the new year, Luxury Daily is highlighting the marketing moments responsible for capturing the attention of consumers worldwide since January. Coverage will reveal the campaigns, events and strategic initiatives that have defined the last 12 months, sharing predictions as to how these themes could impact efforts in 2024.

Cartier joins in on high jewelry craze

French jewelry maison Cartier has been on an "haute joaillerie" high all year.

Following a series of star-studded activations hosted in light of the new launch, a marketing release that features the high jewelry pieces front and center brought the Le Voyage Recommenc collection to life.

Appointed global brand ambassador in October 2022, Indian actress and Bollywood notable Deepika Padukone stars.

Deepika Padukone is the face of the high jewelry campaign from Cartier

Ms. Padukone moves gracefully to the sounds of an orchestral medley in Cartier's campaign video, as the house's high jewelry creations are shown on mirrored screens, the projections working to enhance all details.

The ambassador is filmed donning a number of gems and jewels a 4.02-carat Claustra necklace is positioned upon her décolleté in

one shot. Others include the Ondule Ring.

Rendered rare due to the size and shade of the 0.92-carat gray-violet diamond embedded at its core, half-moon gemstones of the same variety surround this centerpiece, giving the unit a halo effect. The term's psychological underpinnings doubly apply as Ms. Padukone lends Cartier's ultraluxury range her likeness.



Cartier's high jewelry collection includes the Ondule Ring. Image credit: Cartier

Besides the global ambassador ([see story](#)), bespoke Cartier belongings of this caliber adorned a bevy of celebrities at the May 2023 Cannes Film Festival. The annual affair once more ([see story](#)) managed to generate some buzz around the assortment.

This year, the brand opted to showcase its innovations during a runway presentation set in the Tuscan countryside. Originator Jacqueline Karachi, who heads Cartier's high jewelry division as creative director, aptly describes the line in its entirety.

"A journey was restarted at the heart of Cartier creation, like an uninterrupted story that, like guardians and storytellers, we bring to life over time," Mr. Karachi said, in a statement.

In a stolen moment at the Giardino Corsini, Vanessa Kirby and Elle Fanning share their experiences of the Maison's Le Voyage Recommenc collection launch. [#LeVoyageRecommenc](#) [#CartierHighJewelry](#)
pic.twitter.com/6Ls1UQ2Evv

Cartier (@Cartier) [May 30, 2023](#)

Cartier also took Le Voyage Recommenc on tour this year.

Stops in Shanghai and Washington following its Tuscany stint. The traveling exhibition unfolded between Oct. 18 and Oct. 30, 2023.

The first event took place at Cornwell Farm near Washington, D.C., featuring an interactive masterclass by Alexandre Auberson, director of the Cartier Jewelry Institute, as well as a Gala at the Andrew W. Mellon Auditorium, graced by a performance from American singer-songwriter and actress Debbie Harry.

Meanwhile, projections of Cartier creations were cast onto certain landmarks in the city proper, while exhibitions at the Smithsonian National Museum of Natural History and the Hillwood Estate delved into the maison's history in the U.S.

Washington, D.C. marks one of two recent stops on the exhibition tour

Bridging the West with the East, Cartier revealed the second part of the Le Voyage Recommenc collection at Prince Jun's Mansion in Beijing. The 400-year-old palace was transformed into a Cartier jewelry box for the occasion.

Experts commissioned by the brand including glyptician Philippe Nicolas led workshops. Traditional Chinese activities such as a tea ceremony and kite decoration further enriched the experience. The gala evening at Beijing Juyong Pass, near the Great Wall, involved traditional music and light displays, attended by Cartier ambassadors Lily Collins, Gong Li, Jackson Wang, Song Jia and Li Xian, alongside director Peter Chan.

"[Cartier's campaign is] very on brand and on-trend," said Pam Danziger, president of Unity Marketing, Stevens.

“Deepika Padukone makes a wonderful brand ambassador, lovely and intriguing for people who may be unfamiliar with her work,” Ms. Danziger said. “And the red wardrobe is a knockout.”

Luxury Daily predicts *that experiential storytelling will float back to the top of the priority list for luxury brands in 2024. An influx of strategies that foster emotional connections suggests that future campaigns will continue to opt for immersive narratives over traditional product-centric messaging. Read more on Cartier’s Le Voyage Recommenc campaign [here](#).*

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