



## HISTORY OF DESIGN

Decade Designer Presentation

Cartier

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Cartier is a well-known brand. It is a French luxury goods company which designs, manufactures, distributes and also sells watches and jewelry. The company was initially founded by Louis-Francois Cartier. For more than 100 years, Cartier has been ruling the world as "the emperor of emperors and jewelry". Cartier has been creating many significant and exceptional masterpieces for the world with its astonishing innovations and excellent craftsmanship.

Cartier has amazing jewelry designers and highly skilled craftsmen who collectively made such uniquely designed decorations that not only look outstanding but are also well made and well balanced.

Under the management of Louis, Cartier continued to grow and continued to exhibit its infinite charm to the world. Cartier has mainly produced watches and jewelry items that have always been very pleasing to the eye.

During 1940s, patriotic themed jewelry was a popular trend. People intended to wear red, white and blue. Young women were seen wearing insignia pins often given to them as a gift by their soldier boyfriends. This was the time when Cartier introduced the V brooches that indicated victory, a common word and symbol during the war to boost the morale and spirits. This way, the general public had a feeling of self-realization and dedication to work together for their nation. This act could also be linked to the nationalist movement, where artists promoted the interests of their nation, with an aim of securing and supporting the nation's sovereignty over its mother land.

Cartier has made many outstanding jewelry pieces but that cannot let anyone ignore the astonishing watches that they produced. Out of all the watches Cartier has produced. The way they introduced the unique shapes and innovative designs were always in the spot light.

After the main man, Louis Cartier's death, his son, Alfred Cartier took over. Like any other business that has been facing serious competition but has still successfully reached the top, Cartier too did not wish to experience a downfall nor loose its loyal customers. Hence, to still be

in the lead, the company had to campaign again and come up with new branding strategies. This is when they introduced the use of gold. This was something never seen before and was more royal than ever. This new idea attracted many people. Therefore, it was evident that the strategy worked and like always, Cartier was still the leading luxury brand and there was no going back.

Even today, Cartier is a king in the luxury brand market, especially in the jewelry and watch industry. The company has 200 branches and an exceptional distribution network in five continents.

With its considerable skills and experience, Cartier has a powerful position in every significant historical moment. Cartier is a legendary generational brand from the last 150 years and has been passed down to the present. Like always, it still continues to impress the world with its unique charm in the field of luxury and is also writing a history of success. Gaining success is clearly not easy but if we notice, the only key to success is hard work. Hence, never give up and always keep trying until you don't succeed.