

# Cartier showcases its design culture via timeless experience in Sanya



Launching during the key holiday period from October - November, the immersive experience takes visitors on a journey following three core disciplines: shapes, crafts and complications



Cartier brings the timeless story of its watchmaking history, expertise and creativity to life at Sanya International Duty Free Shopping Complex in Hainan. A celebration of the Maison's savoir-faire and a showcase of its latest watchmaking masterpieces, the precious watches' journey from Cartier is hosted at a temporary space in the complex's Watch Zone (Block B) and echoed at the Cartier Sanya Haitang Bay Boutique (Block A).

Launching during the key holiday period from October - November, the experience guides visitors to <sup>1</sup>

discover Cartier's design culture of originality through the lens of three core disciplines: shapes, crafts and complications. A luxurious color palette of champagne gold, sophisticated neutral tones and natural wood delivers a bright and bold design, with an inviting, open layout that welcomes fine timepiece clientele to browse an assortment of the Maison's precious watches.

"The Cartier precious watches' journey truly captures the savoir-faire behind our masterpieces, inviting clients to immerse themselves into the creative spirit of Cartier watchmaking and to discover our exquisite collections just in time for the festive season. We are thrilled to deliver an engaging shopping experience that inspires travelers in Hainan with the elegance, curiosity and creativity of the Maison Cartier," says Virginie Martignac, Global Travel Retail Director, Cartier.

### **Cartier: a designer of shapes, crafts and complications**

The journey begins in the *Designer of Shapes* area, where the symmetry and harmony of Cartier's timeless watchmaking designs are displayed through simple, yet distinct lines that evoke the identity of the Pasha de Cartier collection. Pasha de Cartier pieces embrace an assertive graphic signature, featuring a square within a circle that pushes beyond classic watch styles with a bold elegance.

At the heart of the experience, the *Designer of Crafts* exhibition symbolizes the uniting of Cartier's watchmaking expertise and the art and creativity of the Maison's jewelry design. This area features some of Cartier's most exceptional fine jewelry watch creations, highlighting the brand's iconic panther with exquisite gemstones and pioneering designs.

The journey concludes with an immersion into *Designer of Complications* - a celebration of the advanced technology, intricacies and movements of Cartier's fine watches. The masterpieces featured here are the result of the most sophisticated and complex craftsmanship; the *Pasha de Cartier Skeleton Watch with Panther Décor* embraces a daring skeleton movement in which diamond-set bridges have been delicately worked in lightweight transparency to form a panther's head.

At the Cartier boutique, clients are welcomed with a luxurious window space that has been transformed with kinetic designs that pay homage to the Panthère and Pasha creations. With a kinetic animation that represents the union of Pasha's collection's square and round elements, the center of the boutique brings the experience full circle.