

Cartier unveils flagship boutique in Haikou



The main facade of Cartier's three-storey boutique at cdf Haikou International Duty-Free Shopping Complex; the design of flagship boutique is inspired by the region's natural landscape

Cartier has unveiled its three-storey boutique alongside the grand opening of the world's largest individual duty free shopping complex, cdf Haikou International Duty-Free Shopping Complex. The 963-square-meter boutique promises to fascinate clients with a design inspired by the natural landscape of Haikou and the craftsmanship of the Maison, read the press release.

Building on Cartier's longstanding partnership with China Duty Free Group, the opening reinforces the Maison's ambition to offer "a new era of luxury retail experiences on the island of Hainan."

Clients are invited to embark on a unique journey to discover the Maison's collection inside an interior that celebrates the blue sky, sea life and lush vegetation of Haikou. The flagship boutique bridges Chinese and French cultures by aesthetically blending the Cartier panther emblem with elements of Chinese mythology, demonstrating the brand's artistry and design prowess.

Ground floor: an oasis of iconic jewelry

Framed by custom-made terracotta tiles, the grand façade commands traveler attention from its prime location in the mall. Integrating elements of nature, the design evokes the Cartier spirit and its values of creativity, freedom and excellence.

Once inside, guests are surrounded by décor featuring local marine flora and fauna, where painted carps swim on the walls and sea waves flow over a woven leather wall.

Clients are welcomed by the Maison's most iconic jewelry collections, latest novelties and creative jewelry lines while a curved alcove under the staircase sets the stage for seasonal animations. The prestige area, adorned with an original artwork by a Parisian artist, shows a dragon holding a flaming pearl in its mouth symbolizing longevity and good fortune.

First floor: a world inspired by local terrain

A bespoke chandelier hanging from the palatial staircase invites visitors to ascend to the first floor. Immersed in a world inspired by the local terrain, clients discover the men's, unisex and engagement universes.

The men's area is highlighted by a bespoke artwork from Parisian lacquerer that depicts the Cartier panther at the foot of a palm tree. On the left, the engagement area is decorated with lotus flower petal motifs, which symbolize love, purity and happiness, while on the right the unisex area stages Cartier timepieces. In addition, a VIP pod welcomes clients to discover more about their favorite products in a cozy and exclusive environment.

Second floor: an exclusive space for discovery

Accessible by elevator, the boutique's top floor houses Cartier's first High End Salon in Hainan, an exclusive space where prestige guests discover the Maison's most exquisite jewelry and watch creations.

Set with natural materials such as bamboo and planters and decorative plants motifs that represent the tropical Haikou, the salon offers a warm and relaxed atmosphere. The versatile parlor houses a private gallery to view Cartier pieces, an intimate bar area and two VIP lounges. It also plays host to personalized events and celebration experiences.

"Echoing the qualitative development of the island, we are thrilled to unveil Cartier's second boutique in Hainan at the ground-breaking Haikou International Duty-Free Shopping Complex with our valued partner, China Duty Free Group.

"The dynamism of the island has been a great source of inspiration for Cartier and the flagship truly sets a new standard for luxury retail experiences and services. The boutique marries together the treasured cultures of France and China through a joint appreciation of craftsmanship, creativity and individuality, and we look forward to welcoming our clients here," says Virginie Martignac, Cartier Global Travel Retail Director.

"It is a privilege to host the uniquely artistic Cartier boutique within the cdf Haikou International Duty-Free Shopping Complex. A fitting tribute to the Maison's commitment to creativity and craftsmanship, the Cartier flagship elevates the luxury traveller experience to new heights. We share our warmest

congratulations to Cartier for bringing to life this amazing project in Haikou. With the strong support of its parent company China Tourism Group, China Duty Free Group is not only committed to bringing more pleasant surprises for consumers in offshore duty free shopping in Hainan, but will also accelerate the pace of building Hainan into an international travel consumption centre with worldwide influence, adds Charles Chen, President at China Duty Free Group.