

Cartier reaches airport expansion milestone with LAX boutique debut



Cartier opens with DFS Group at Los Angeles International Airport

Cartier, in partnership with DFS Group, opened its inaugural airport boutique on the West Coast of the US at Los Angeles International Airport (LAX) on January 31.

The boutique is said to reshape the luxury airport retail experience through an enhanced concept, featuring interior design elements reflective of the multi-faceted city.

With a global presence of 24 boutiques in 19 major airports, this latest addition signifies Cartier's commitment to bolstering a leading, global airport network, connecting luxury travelers with authentic and meaningful experiences at major airports around the world.

In line with its global airport expansion initiative since 2020, Cartier has strategically positioned itself in key international airport locations across the Americas, Asia, Europe and Oceania. The initiative also sought to re-imagine a new vision of Cartier airport boutiques into highly curated spaces dedicated to expressing the creativity and elegance of the Maison, while emphasizing sustainability which includes working towards achieving LEED certification.



The new boutique is the latest in the Cartier network of airport stores

Located in the Tom Bradley International Terminal, Cartier's LAX boutique invites clients to discover the Maison's savoir-faire with a curated collection of signature jewelry, timepieces, fragrances and leather goods.

Elevating the traveler experience, the boutique at LAX integrates Los Angeles' vibrant spirit with Cartier's French heritage. The exterior, adorned with a patterned champagne gold panel, draws inspiration from the shapes of waves that mirror California's coastal charm, with the pattern extending to the interior. Inside, design elements subtly nod to the lively streets and beachfront that define the city, with a color palette blending sandy neutrals, oceanic blues and radiant sunset shades alongside Cartier's iconic champagne tones.

Travelers are welcomed inside the boutique with a focal mural that artfully merges the Maison's iconic panther, a symbol and source of inspiration, with elements drawn from the celebrated and distinctive architectural landscape. The space evokes the spirit of L.A., where clients can engage with art and culture while exploring Cartier's universe of creativity and curiosity.

Virginie Martignac, Global Travel Retail Director at Cartier, said, "The opening of the LAX boutique symbolizes our commitment to establishing a strong and balanced presence in key strategic airports worldwide. As we celebrate this achievement, we look forward to our collaboration with DFS and LAX to shape the future and immerse luxury travelers in a unique experience that blends the creativity of Cartier with the vibrant essence of L.A."

Walter Bolognino, President & CEO of Cartier North America added, "We are excited to begin the new year with the opening of a new Cartier boutique at Los Angeles International Airport. Having been home to Cartier for more than 50 years, the Los Angeles community has been - and continues

to be - incredibly special to us. We look forward to welcoming guests from near and far into our beautiful new space at Cartier LAX.”