

R I C H E M O N T

OpenVisionnaire Challenge

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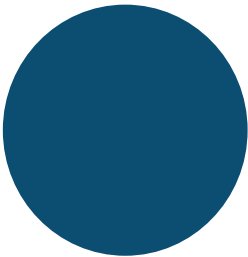
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Who are we?



Rafaella De Guzman

Savannah College of Art and Design
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22 years old



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Abstract

In today's market, we see there are changes in the way consumers purchase and interact with different brands. Cartier being a high luxury jewelry brand should not be left behind. In fact, research shows that luxury brands are investing in their in-house experience to attract and retain consumers. We noticed that from all Richemont brands the one that lacked more on this aspect was Cartier. Therefore, we had to analyze possible ways to attract consumers and landed on an idea that eventually will help Cartier's shopping experience.



Thought Process

According to Bain and Company in an article for Vogue Business since 2012 the visits to jewelry stores have fallen 25% (Lazazzera, 2019).

Millennials and the younger generations are not afraid to spend 6 figured amounts in jewelry that will last forever (Lazazzera, 2019). New high-end jewelry brands are being able to target these consumers but traditional jewelry brands are having trouble reinventing.

In 2018 the Boston Consulting Group surveyed 12,000 persons from which 20% of them said the experience and special events are the number one reasons why they visit luxury stores (Lazazzera, 2019).

Moreover, nowadays luxury means consumer experience and craftsmanship. Consumers want curated, one of a kind experience. Brands now are focused on creating FOMO in consumers. From this new way of thinking our idea arose.

Landing Idea

We would like to make the consumer experience one of a kind. We would have in-house watchmakers. This would allow the consumer and potential consumers to admire the dedication, the detail-oriented hard work that is making a watch.

Cartier store will become Cartier's Lab. Inviting loyal consumers will reinforce the loyalty towards the brand since they will be able to appreciate the pieces and for new consumers, they will be able to understand the meaning of luxury.

To integrate the craftsmanship of the pieces there would be QR codes next to each piece of jewelry where the person will be able to scan it and view exclusive content, get notifications and more.

Cook, G. (March 2018) *Millennials are buying diamonds, it turns out*. Financial Times. (Online) (May 2019) <https://www.ft.com/content/7dd0a076-123f-11e8-a765-993b2440bd73>

Lazazzera, M. (April 2019) *Fine jewellery stores are getting a modern makeover*. Vogue Business. (Online) (May 2019) <https://www.voguebusiness.com/consumers/jewellery-houses-luxury-retail-cartier-tiffany-bulgari>

Marinova, P. (Oct 2018) *How Millennial Consumers Are Redefining Luxury and Wealth*. Fortune. (Online) (May 2019) <http://fortune.com/2018/10/02/millennial-consumers-luxury/>

Van Elven, M. (Oct 2018) *Millennials willing to spend more on luxury, Gucci & Louis Vuitton most popular brands*. Fashion United. (Online) (May 2019) <https://fashionunited.uk/news/retail/millennials-willing-to-spend-more-on-luxury-gucci-louis-vuitton-most-popular-brands/2018100139234>

In Depth Thinking

The Cartier Lab will be the perfect opportunity to expose the methodology of creation. The official Cartier craftsmen will be present in the stores; Paris, New York, and London.

The Cartier Lab will be running for 3 months. Each month curated to different Cartier collections. We will launch the Cartier Lab with Panthere de Cartier and Santos de Cartier, followed by Cactus de Cartier collection and end with the art of glyptics.

The way the QR codes work is by having a code next to the craftsmen and around the store. Each month the QR code will change depending on the collection the Cartier Lab will feature. The QR code will direct the user to a webpage where they will be able to have more information as well as exclusive content (videos, interviews, history). There will be an option to buy from the webpage. The user will be able to book an appointment with a sales assistant for guidance as well as personalized customer service.

The craftsmen, as well as the store employees, will wear Cartier labcoats, transforming the store into an atelier. Combining the heritage of the brand with nowadays.

THE MAIN EVENT

For the main event, Cartier will focus on inviting exclusive customers, influencers and media. Each person will receive a personalized paper invitation. The event will be a cocktail party where champagne will be served, as well as traditional Parisian food like cheese platters, canapes, and exclusive macarons.

OPEN TO THE PUBLIC EVENT

Since we want to create FOMO, Cartier will send an email blast to their registered clients and website subscribers. This will maintain the feeling of exclusivity but also invite potential customers to enter the store into a more relaxed environment. Cartier will also promote the Cartier Lab in their Instagram account by posting on their stories and creating social media posts.

Products

In this retail experience, we would like to offer different products for the consumers.

We would offer personalized jewelry the consumer could pick at that moment and get it personalized by one of Cartier's high-qualified craftsmen. They would be able to personalize the LOVE collection.

Taking into consideration that the LOVE bracelet is one of the most iconic and millennial must-have pieces (Schlossberg, 2016).


They will also be able to engrave the back of their watches. Given the consumers that special touch in-store.

The consumer will also be allowed to fix their previous Cartier purchases and watch them being repaired at the site.





Promotion






Cartier



Join us at our Fifth Avenue Mansion for an exclusive event:

CARTIER LAB






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12:01

Photo

 cartier
New York, New York

Back to Cartier's Atelier: the Cartier Lab







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cartier You are invited to see first-hand how our iconic pieces are made. Visit our Fifth Avenue Mansion to experience the Cartier Lab.
#experience #cartierlab #newyorkcity

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MAY 7



Instagram Post

Cartier

PLEASED TO INVITE YOU TO OUR
TEMPORARY
CARTIER LAB

WHERE YOU WILL BE ABLE TO SEE
FIRST-HAND THE HIGH-QUALIFIED CARTIER
CRAFTSMEN WORKING ON YOUR FAVORITE
PRODUCTS.

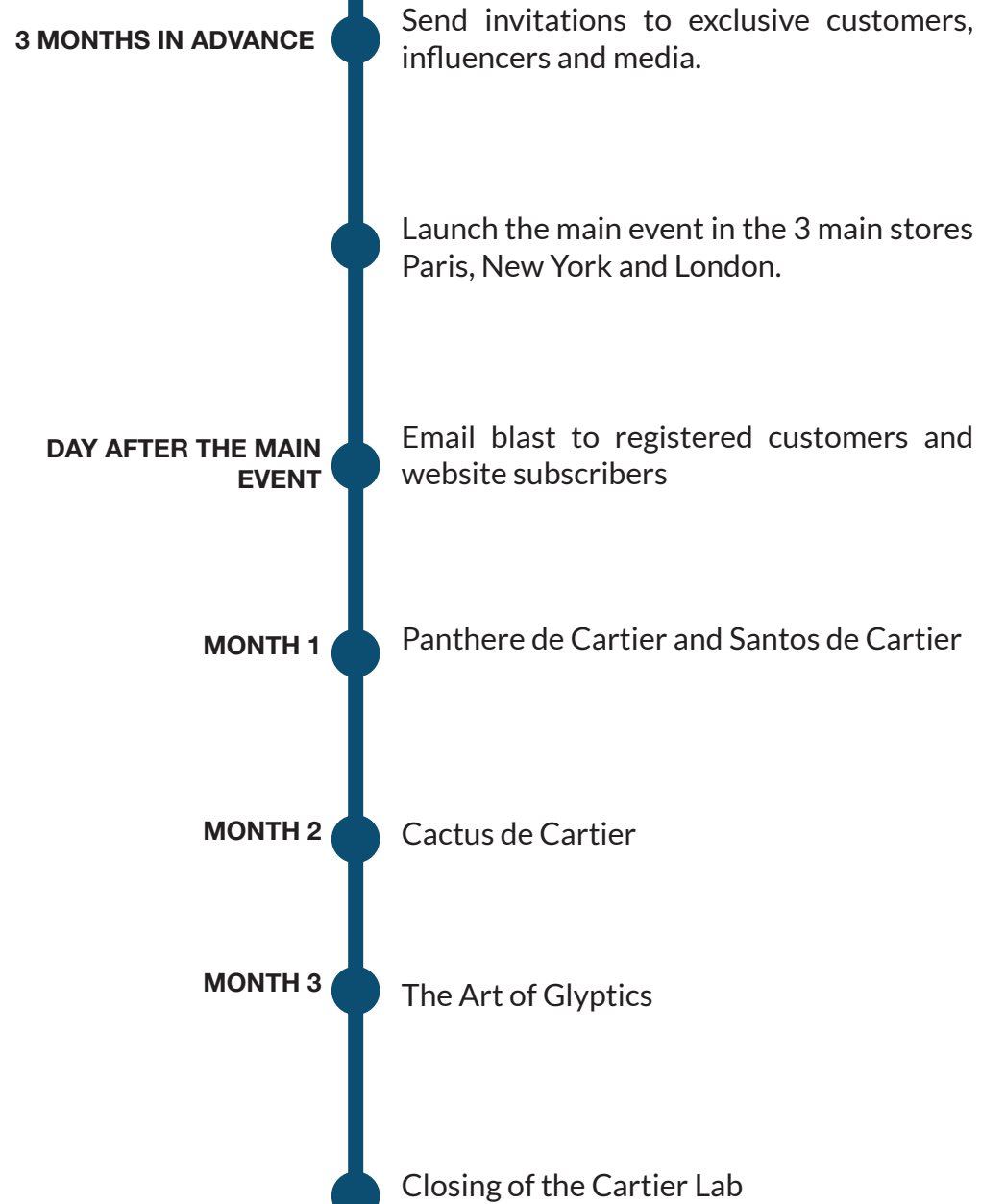
JOIN US FOR A DRINK AND
PARISIAN STYLE FOOD.

653 5TH AVE., NEW YORK CITY

RSVP

Invitation

Timeline



Conclusion

One of the main reason why we believe this event will elevate Cartier's experience is that not only there will an exclusive event but also the opportunity to see first-hand how the luxury brand manufactures their pieces. Also providing the opportunity to engrave and personalize their iconic pieces, giving the consumers something to take with them. Since the Cartier Lab will be launched with an event there will be hype around it, making potential and current consumers curious to visit the stores. Hoping to bring people in-store, content on social media and the use of QR codes to have a digital experience. Since everything happens in-house the cost to execute is minimal.

