

# RETAIL EXPERIENCE DEPARTMENT

Worldwide & Retail Meeting 2022

Retail Programming workshop

RETAIL EXPERIENCE MISSION

# BUILDING EXPERIENTIAL RETAIL

EXPERIENCE IS

# AUDIENCE CENTRIC



RETAIL EXPERIENCE STRUCTURE

# 5 PROGRAMS

**SEAMLESS**

Boutique flows

Continuous  
improvement**ENGAGING**Store Experience  
design  
(Permanent, ephemeral & new  
formats)Cartier  
SignaturesLes Moments  
Cartier*Retail Programming workshop*

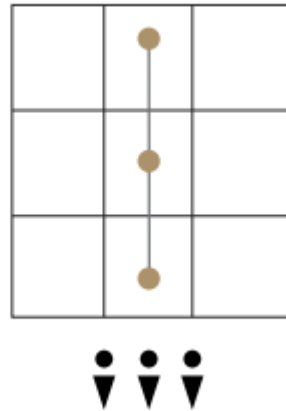
# CARTIER SIGNATURES & LES MOMENTS CARTIER

## CREATING PERSONALIZED JOURNEYS FOR YOUR AUDIENCES

*Our retail audience has evolved... Client needs are more diversified, behaviors less predictable, expectations higher and higher... To stay relevant and efficient, our Retail must become more flexible, more dynamic, to adapt to all situations. In this context, programming our retail becomes essential to our Retail success. Our approach helps our sales associates to leverage the entire boutique with multiple points of experiences, integrated in your zoning. Curating experiences will be easier, and engaging clients in our stories and our Maison, more fluid.*

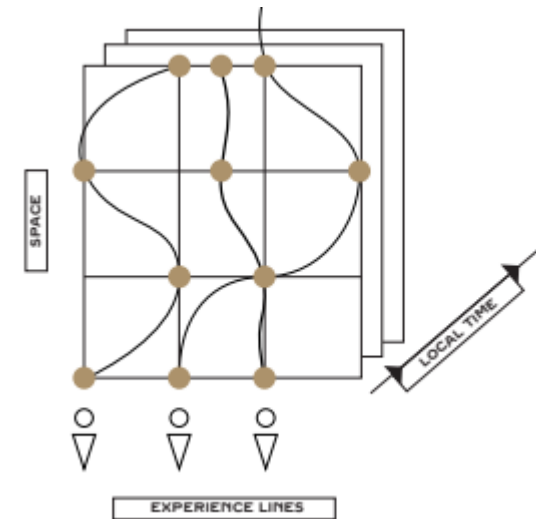
### FROM

A single journey for all audiences



### TO

A personalized journey adapted to each audience



# CARTIER SIGNATURES & LES MOMENTS CARTIER

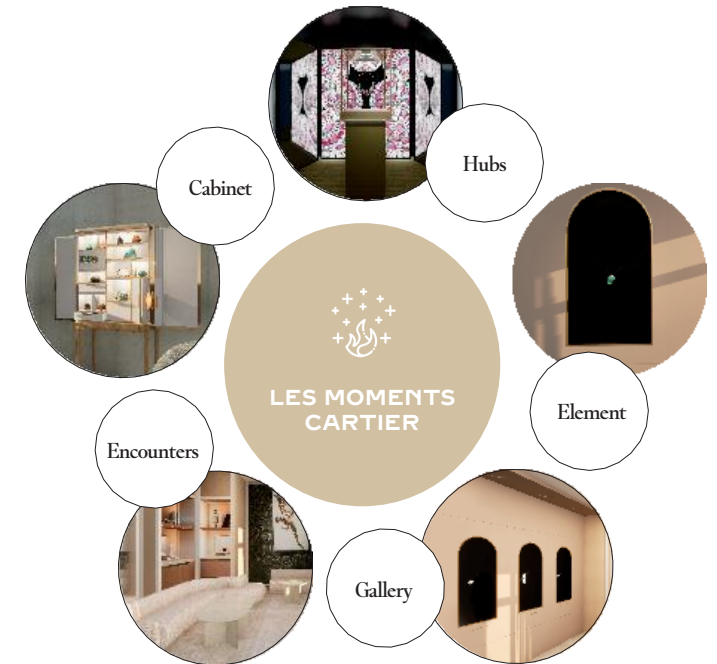
COMPOSING ENGAGING JOURNEYS FOR YOUR AUDIENCES

*These point of experiences are strategically developed into 2 different categories:*

## CARTIER SIGNATURES



## LES MOMENTS CARTIER



AND MORE TO COME ...

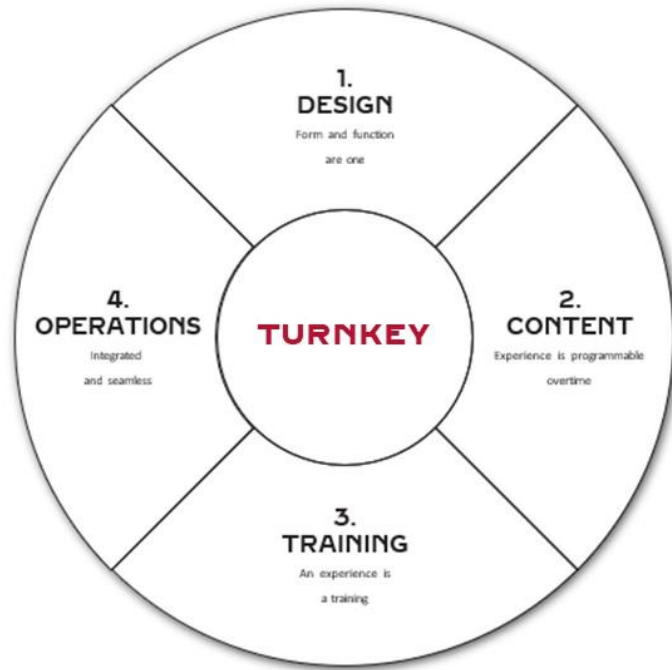
*Cartier*

# CARTIER SIGNATURES & LES MOMENTS CARTIER

## WHAT WE DELIVER

### CARTIER SIGNATURES

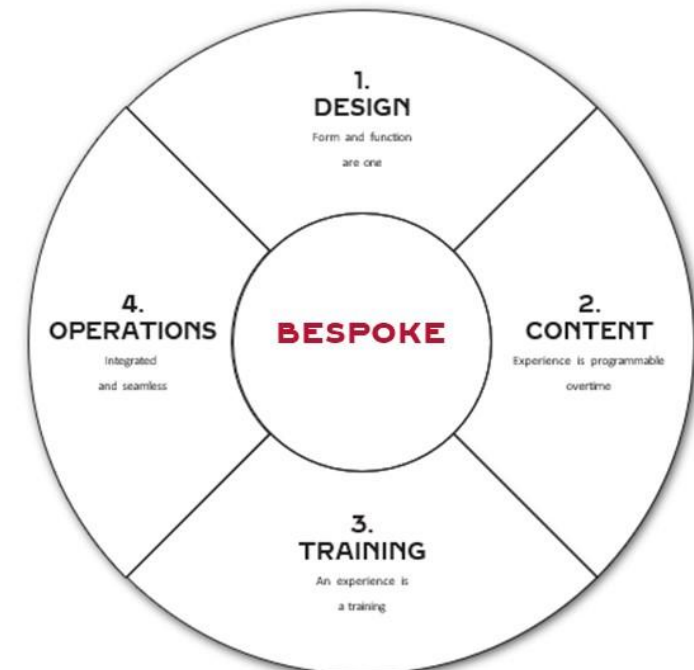
A CATALOG TO CHOOSE FROM



*The Cartier Signatures are the living part of our Maison Experience in retail, its daily life. They make Cartier recognizable, elevated, and help us to keep the luxury standard of a First Class Maison. They have an impact on the Brand equity, on the commercial results and its efficiency.*

### LES MOMENTS CARTIER

A LIBRARY OF INFINITE & BESPOKE MOMENTS



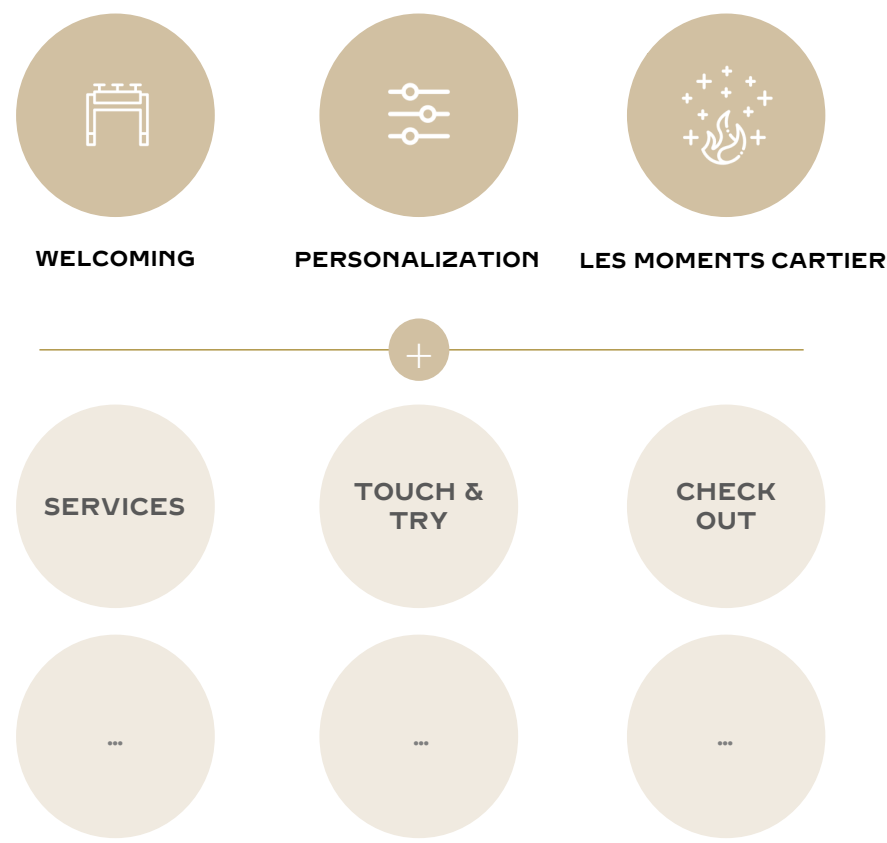
*Les Moments Cartier are moments where our clients forget time and space... They will help our audience to escape from a commercial journey and enter our Cartier universe. These Moments are designed to reveal the immaterial side of our creations, the passion and talent of the people who create.*



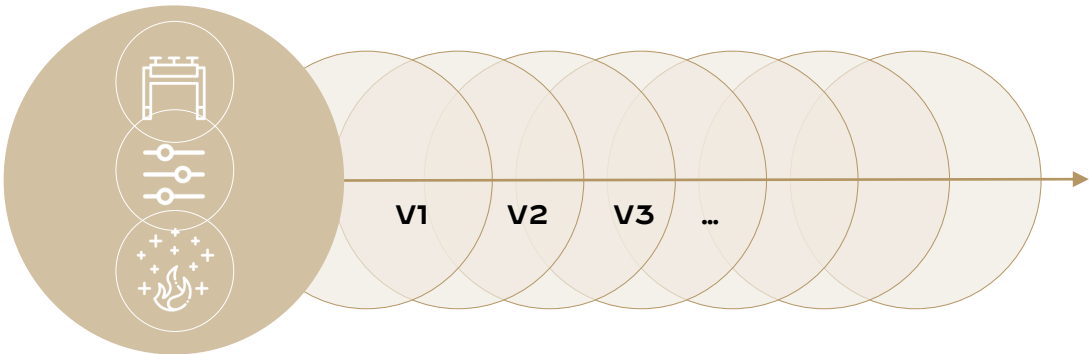
# CARTIER SIGNATURES & LES MOMENTS CARTIER

CONTINUOUSLY IMPROVING & EDITORIALIZING OUR COLLECTION OVERTIME

SIGNATURES & LMC WILL BE EXTENDED & ENRICHED



SIGNATURES & LMC WILL BE IMPROVED & ADAPTED



*Upgrade existing Signatures and Moments with new & updated contents, new functions & new features, based on Markets' feedback & needs*



# HOW TO PROGRAM SIGNATURES & LES MOMENTS CARTIER IN YOUR BU 24 CALENDAR?

AS A MARKET, YOU ARE THE ACTORS OF YOUR RETAIL PROGRAMMING CALENDAR

1.

Define your objectives according to your audiences, boutiques and local needs

2.

Identify boutiques that allow programming (space & resources)

3.

Maximize the experience touchpoints inside & outside the selected boutiques with consistency

4.

Organize your chosen experiences in your global programming calendar

5.

Anticipate and review your Retail Experience local organization, budget and resources accordingly

6.

Monitor your experiences performance with relevant KPI'S and share your feedbacks

*To program Cartier Signatures and Les Moments Cartier in your Retail (boutiques and ephemeral) refer to the Signatures & Les Moments Cartier catalog.*

# CARTIER SIGNATURES CATALOG

*Cartier*

# CARTIER SIGNATURES CATALOG

## SUMMARY



WELCOMING



Permanent kiosk



Ephemeral kiosk



Desk



Hospitality



PERSONALIZATION



Hub



Tray



Glorifier



Trunk

*Also discover Special Order & More Cartier Signatures to come...*

*Cartier*

CARTIER SIGNATURES CATALOG

WELCOMING

*Cartier*

# CARTIER SIGNATURES – WELCOMING

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*Cartier Art of Welcoming is a strategic Signature : first impression for our audiences with our Maison, it is a distinctive expression of Cartier Identity, Generosity and Art de Recevoir in the greatest way. It starts outside the boutique and will accompany our audiences throughout their journey.*

1

**Offer an ultimate welcome with  
immediate service to clients**

2

**Dispatch traffic in a sophisticated way  
and create engaging waiting time**

# WELCOMING

## KIOSK (PERMANENT & EPHEMERAL)

### Objective

- Highlight visibility on the curbside
- Provide services to clients & visitors' queuing
- Declutter the boutique entrance from high volume requests

### Design

Scalable depending on your boutique needs (S/M/L)  
Programmable according to your local retail calendar

### Functions

Several functions available depending on your needs :

- Manage Flows
- Concierge / Valet Service
- Hospitality
- Quick Shining / Cleaning
- Quick CS / e-Com Pick Up & Drop Off

### Availability

Complete Playbook and finalized solution is ready for roll out (Version 1).

### Production cost

To be produced locally - Approx cost: Small version 50K€ / L Version 150K EUR  
(European benchmark)

### Key Contacts

Esther Talloir - cc : *Parissima Lempereur*



# WELCOMING

## WELCOMING DESK

### Objective

- Ultimate Welcome with immediate service
- Sophisticated & personalized traffic dispatch

### Design

Scalable depending on your boutique needs (S/M/L)  
Programmable according to your local retail calendar

### Functions

Several functions available depending on your needs :

- Manage Flows
- Concierge Service
- Hospitality
- Quick Shining / Cleaning
- Quick CS / e-Com Pick Up & Drop Off

### Availability

Complete Playbook and finalized solution is ready for roll out (Version 1).

### Production cost

To be produced locally - Approx cost: <100K EUR (European benchmark)

### Key Contacts

Esther Talloir – cc : *Parissima Lempereur*





# WELCOMING

## HOSPITALITY

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### Objective

- Cartier DNA Signature Hospitality
- Excellent Services adapted to Audiences
- Leverage Hospitality as a rewarding tool

### Design

Curated list of recipes from the Cartier beverages menu  
Programmable according to your local retail calendar

### Functions

Selection of Cocktails, Mocktails, Coffee, Tea, Juices... curated by Mathilde Laurent  
Guidelines to guarantee highest standard of services

### Availability

Finalized solution is ready for roll out.

### Production cost

To be produced locally - Depending on local supplier

### Key Contacts

Esther Talloir – cc : *Parissima Lempereur*



# WELCOMING

## MY PORTRAIT

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### Objective

- Offer our Clients a souvenir from their visit
- Allow them to easily share a qualitative picture with their relatives
- Facilitate their purchase decision making

### Design

Application available on sale associates iPhone to take the picture with the right filters

### Functions

Sale associate will be able to share the picture with Client on several chanel: QR code, whatsapp, email, ...

### Availability

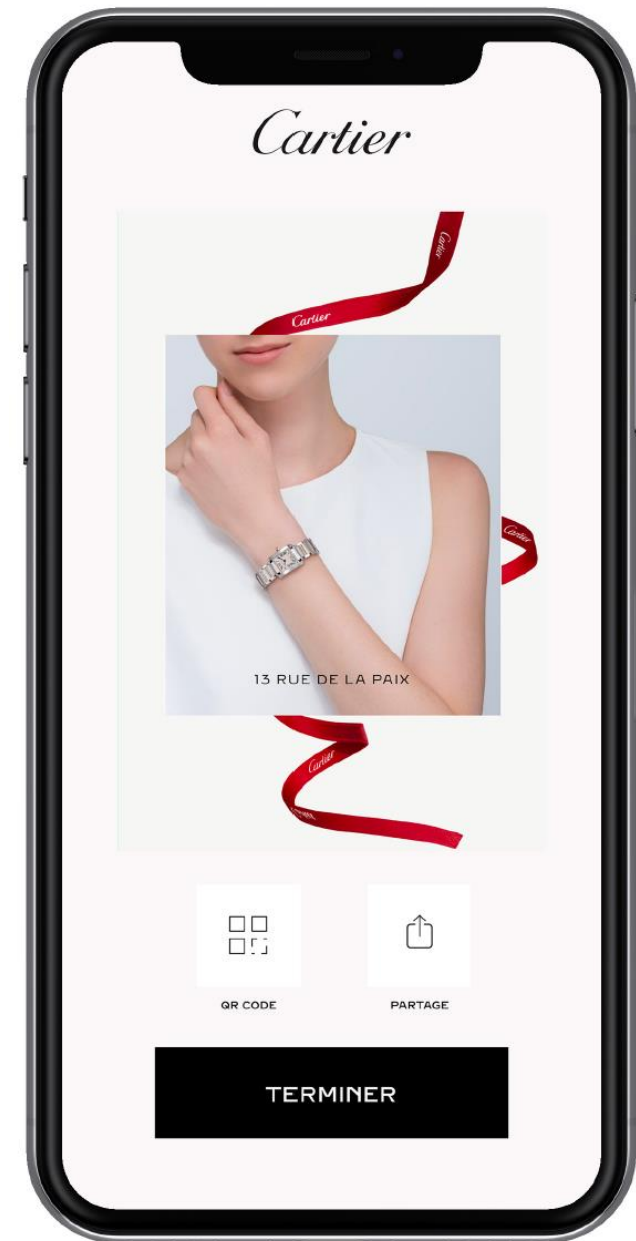
Finalized solution will be ready for roll out in October 2022

### Production cost

-

### Key Contacts

Yolaine Jourdain – cc : *Parissima Lempereur*



CARTIER SIGNATURES CATALOG

# PERSONALIZATION

*Cartier*

# CARTIER SIGNATURES – PERSONALIZATION

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*The Personalization Signature celebrates our client's singularity while expressing Cartier's dynamism and vivacity.*

1

**Facilitate self discovery and/or create  
engaging conversations with our  
audiences**

2

**Solve operational pain points in our  
Boutiques: offer presentation, stock,  
waiting time, traffic etc**

# PERSONALIZATION

## GLORIFIER

### Objective

- Give visibility to Cartier personalization services
- Discover a glimpse of Cartier personalization offer

### Design

Unique Size

### Functions

Integrated in the product display

Programmable for 3 services :

- **Watch Straps**
- **Engraving**
- **Embossing**

### Availability

Complete Playbook and finalized solution will be ready from November 2022

### Production cost

To be produced locally - Approx cost: <500 EUR (European benchmark)

### Key Contacts

Yolaine Jourdain – cc : *Parissima Lempereur*



# PERSONALIZATION

## TRAY

### Objective

- Understand the full range of services
- Perform services in front of the client, without any disconnection with SA
- Propose compact & movable retail tools

### Design

Unique size, up to 4 levels

### Functions

Retail tool allowing sale associate to explain the personalization offer step by step

Programmable for 4 Services :

- **Cord**
- **Engraving**
- **Watch Straps**
- **Embossing**

Possibility to have a tray focused on 1, 2, 3 or 4 services according to market & boutique needs: Create your own tray - Pick & Choose the right functions

### Availability

Complete Playbook and finalized solution will be ready from November 2022

Cord Tray available from September 2022 onwards

### Production cost

To be produced locally - Approx cost: 800 EUR (European benchmark)

### Key Contacts

Yolaine Jourdain - cc : *Parissima Lempereur*



# PERSONALIZATION

## HUB

### Objective

- Dedicated area to express personalization & discover the full offer
- Autonomous space allowing to perform the entire journey, avoiding disconnection with our Client

### Design

Scalable depending on your boutique needs (S/M/L)  
Programmable according to your local retail calendar

### Functions

Several functions programmable depending on your needs :

- **Trays** : available for the 4 Services (Cord, Watch Straps, Engraving, Embossing)
- **Smart Mirror** : enable digital try-on of customized products
- **Storage & hidden features** : Embossing machine integrated in the back panels, wrapping station, POS, charging station...
- Hub can be turned into a **plain surface** for other purposes (event, sales,...)

Create your own hub depending on your needs: focus on 1, 2, 3 or 4 services - Pick & Choose the right functions

### Availability

Complete Playbook and finalized solution will be ready from November 2022

### Production cost

To be produced locally - Approx cost: 150K EUR (European benchmark)

### Key Contacts

Yolaine Jourdain - cc : *Parissima Lempereur*





# PERSONALIZATION

## TRUNK

### Objective

- Understand the full range of Services
- Express visually Personalization Services in the Boutique
- Movable Tool

### Design

Unique size

### Functions

Movable tool allowing to discover the full range of personalization services, designed for Boutiques which cannot have a personalization hub:

- **Cord**
- **Watch Straps**
- **Engraving**
- **Embossing**

### Availability

Complete Playbook and finalized solution will be ready from November 2022

### Production cost

To be produced locally - Approx cost: <100K EUR (European benchmark)

### Key Contacts

Yolaine Jourdain - cc : *Parissima Lempereur*



CARTIER SIGNATURES CATALOG

**SPECIAL ORDER**

*Cartier*

# CARTIER SIGNATURES – SPECIAL ORDER

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*Special Order Signature immerses the client in the ultimate personalization service of the Maison.  
It structures the experience through 7 Chapters, to engage client in time and to position the entire creative journey shared with the Maison as important as the final Cartier creation delivered.*

1

**Clarify the service:  
the service beyond  
the product**

2

**Give visibility &  
immerse the client  
from the first day  
of the experience**

3

**Turn time into  
memorable  
moments at each  
step of the journey**

4

**Nourish the  
relationship and  
keep the client  
engaged overtime**

# SPECIAL ORDER

## THE 7 CHAPTERS

### Objective

- Position the service and experience at the same level as the creation
- Engage the client to live and be part of Cartier culture
- Access Cartiers' best experts
- Create a Cartier creation

### Design

Curation of content (both generic and personalized), available to animate time and make client live his personalized experience **through the 7 Chapters of his special order**

### Functions

The content of the 7 Chapters will be:

- A collection of assets (texts, videos, retail tools, etc) all designed in the visual identity of the special order service
- Structured and available for Sales associate, to be selected and pushed to his client when required
- Bespoke according to the needs of each client upon prior requests

### Availability

FY24

### Production cost

Tailor-made, according to each special-order need

### Key Contacts

Lauralie Lozza cc : Parissima Lempereur

#### Chapter I PRELUDE

*The groundwork with your client*

#### Chapter II BRIEF

*The Moment to inspire and understand your client desire*

#### Chapter III STONE

*Time to deep dive into the heart of our creations...*

#### Chapter IV DESIGN

*His vision takes shape under the Gouaché of our designers...*

#### Chapter V PROMISE

*Your client validates the price and settle his promise...*

#### Chapter VI CREATION

*Our ateliers makes his dream comes true...*

#### Chapter VII THE END

*The ultimate encounters with the final creation, and their own story begins...*

# SPECIAL ORDER

## INSPIRATION SALON

### Objective

- Immerse client into dedicated special order service salon
- Inspire the client and sales associate during the special-order creation brief (chapter 2)
- Engage client to be part of all chapters of the creative process

### Design

Exclusive launch with 13 Paix unique pilote for FY23 – scalable according to each boutique's salon

### Functions

- 4 Inspiring libraries curated with content to inspire clients on the 7 Chapters of Special order & engage them in the creative process:
- Inspiration & Style libraries (archives, zoom on Cartier styles)
  - Stones library (raw stones, precious stones, gouachés)
  - Savoir-faire library (behind the scenes videos, savoir-faire touch & try objects)

### Availability

FY24, to remain exclusive and at very small scale – **in collaboration with Retail Experience team**

### Production cost

Price on demand

### Key Contacts

Lauralie Lozza cc : *Parissima Lempereur*



# LES MOMENTS CARTIER LIBRARY

*Cartier*

# LES MOMENTS CARTIER

*Les Moments Cartier are evolving from High Jewellery Moments only to all audiences.  
They are designed to reveal the immaterial side of our creations,  
And enhance the passion and talent of the people who create. They are divided into 2 categories:*

1

## SELF DISCOVERY MOMENTS

**Moments that don't require the presence of an expert. They can be permanent or ephemeral.**

2

## INSPIRING ENCOUNTERS

**Tailored contents that require experts' presence. They are ephemeral.  
HQ Experts must be booked 9-12 months in advance.**

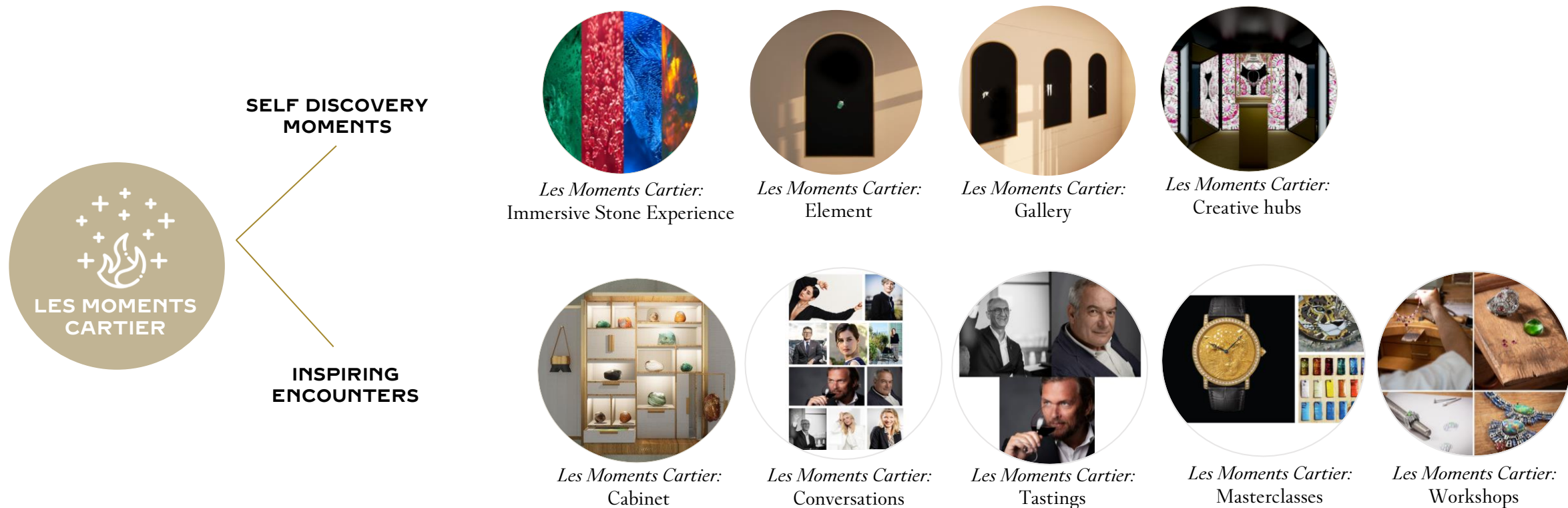
**LES MOMENTS CARTIER ARE BESPOKE AND REQUIRE  
A 6 MONTHS TIMELINE TO BE ADAPTED & IMPLEMENTED IN YOUR MARKET.  
RETAIL EXPERIENCE TEAM IS THE KEY CONTACT TO BOOK ANY EXPERTS.**



# LES MOMENTS CARTIER LIBRARY

## SUMMARY

INTERNAL ONLY



*More Les Moments Cartier to come...*

LES MOMENTS CARTIER LIBRARY

# SELF DISCOVERY MOMENTS

*Cartier*

# LES MOMENTS CARTIER

## IMMERSIVE STONE EXPERIENCE

### Objective

- Offer insights into the unique character and singularity of Cartier stones
- Invite clients to discover the Cartier Eye
- Create engaging moments between our clients and experts

### Design

Private salon/area or dedicated corner

Scalable depending on your boutique/event needs (S -VR headset, L-Immersive structure)

### Functions

Two formats (S/L) with programmable content to choose from

Existing content:

- Emerald
- Ruby
- Sapphire
- Opal

### Availability

Complete Playbook and finalized solution is ready for roll out

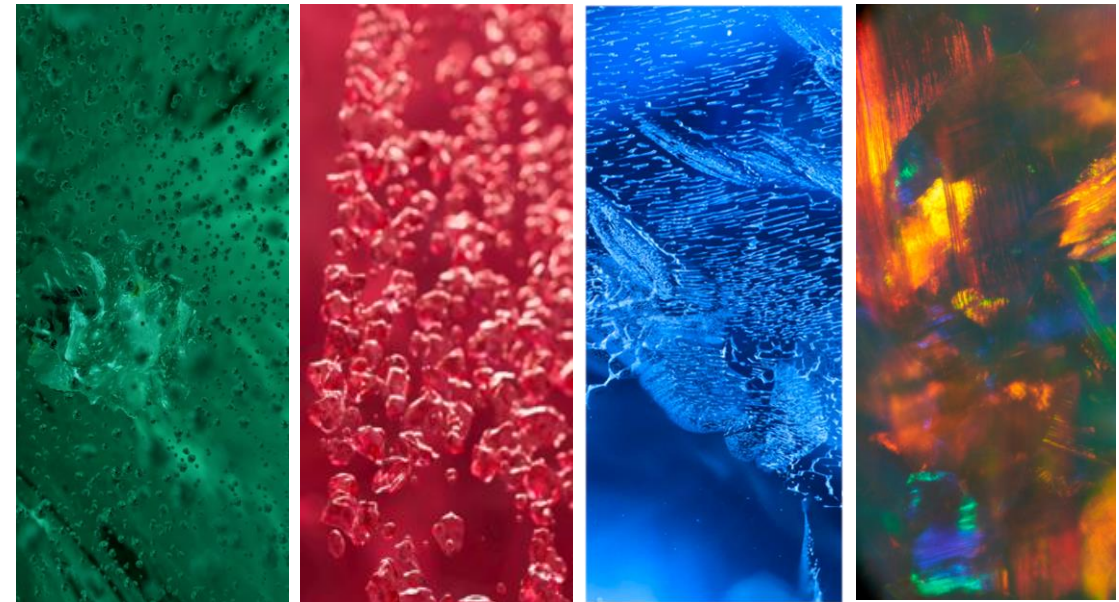
### Production cost

VR headsets: 25K based (for 3 weeks)

Full immersive structure: 300K (for 3 weeks)

### Key Contacts

Emmanuelle Begue – cc : *Parissima Lempereur*



# LES MOMENTS CARTIER

## ELEMENT

### Objective

- Create emotion around a key material at the source of our creations
- Reveal the invisible creative & human genius behind our creations

### Design

Scalable depending on your boutique needs (S/M/L)  
Programmable according to your local retail calendar

### Functions

Showcase & magnify an element at the source of the creation with the help of sound showers playing an introductory speech.

Existing content :

- **Raw Opal (including voice over & additional QR code content)**

### Availability

Complete Playbook and finalized solution is ready for roll out.

### Production cost

To be produced locally - Approx cost: 60K EUR (European benchmark)  
Additional cost for technician T&E (1 HC)  
Content to be consigned or purchased, according to type of materials

### Key Contacts

Emmanuelle Begue – cc : *Parissima Lempereur*



# LES MOMENTS CARTIER

## GALLERY

### Objective

- Enrich product display with Style & Savoir enhancing Cartier singularity
- Reveal the invisible creative & human genius behind our creations
- Immerse clients into Cartier's unparalleled savoir-faire & creativity

### Design

Scalable depending on your boutique needs (S/M/L)  
Programmable according to your local retail calendar

### Functions

Elevate product display through immersive self-explanatory spaces and sound showers broadcasting Style & Savoir-faire storytelling.

Existing content :

- 3 Savoir-faire & Style reading grids :
  - Realism (existing illustration : Cartier Collection Panther Brooch)
  - Suppleness (existing illustration : Cartier Collection Fern Spray Brooches)
  - Reinterpreting Nature (existing illustration : Cartier Collection Insecte Bionique Brooch)

### Availability

Complete Playbook and finalized solution is ready for roll out.

### Production cost

To be produced locally - Approx cost: 100K EUR (European benchmark)  
Additional cost for technician T&E (1 HC)

### Key Contacts

Emmanuelle Begue – cc : *Parissima Lempereur*





# LES MOMENTS CARTIER

## HUBS

### Objective

- Enrich product display with Style & Savoir enhancing Cartier singularity
- Reveal the invisible creative & human genius behind our creations
- Immerse clients into Cartier's unparalleled savoir-faire & creativity

### Design

Scalable depending on your boutique needs (L), (*S to come*)  
Programmable according to your local retail calendar

### Functions

Highlight one savoir-faire through an immersive video and a showcase of the artisan and the designer vision of selected pieces sharing the same savoir-faire.

Existing content :

- **3 Cartier Collection pieces** : Maria Felix snake necklace / Suppleness savoir-faire, Peridot necklace / Original Cuts savoir-faire, Rubies Clips necklace / Multi wear savoir-faire.

### Availability

Complete Playbook and finalized solution is ready for roll out.

### Production cost

To be produced locally - Approx cost: 110K EUR (European benchmark)

### Key Contacts

Jean-Baptiste Blain – cc : *Charlotte Esnault-Pelterie*



LES MOMENTS CARTIER LIBRARY

# INSPIRING ENCOUNTERS

*Cartier*



# LES MOMENTS CARTIER

## CABINET

### Objective

- Offer story-telling assets to clients with the help of our experts
- Reveal the invisible creative & human genius behind our creations
- Educate on the materials at the source of our creations

### Design

Scalable depending on your boutique needs (S/M/L)  
Programmable according to your local retail calendar

### Functions

Cabinet that can be curated by HQ with different materials at the source of Cartier creations.

Existing content:

- **Ornamental stones with Philippe Nicolas**
- *To come* : Métiers d'Art materials (straw, flowers, wood...)

### Availability

Complete Playbook and finalized solution is ready for roll out.

### Production cost

To be produced locally - Approx cost: 70K EUR for cabinet. (European benchmark)

Additional cost for expert T&E based on location (1 HC)

Cabinet content to be consigned or purchased, according to type of materials

### Key Contacts

Emmanuelle Begue - cc : Parissima Lempereur



# LES MOMENTS CARTIER

## CONVERSATIONS

### Objective

- Offer unique encounters with Cartier experts & friends of the Maison on Cartier's rich heritage and patrimony.
- Educate on Cartier's inspirations and genesis of contemporary collections.

### Design

Private salon / dedicated area

### Functions

Programmable intimate conversation formats with dedicated content

Existing Content :

- **The Art of Glyptics** : Cartier's unique sculptural approach to jewelry.
- **Spectral Aura** : The power of jewelry on a person's aura & confidence.
- **Cartier Collection**: Discovery & Storytelling on Cartier Collection pieces
- **Conversations on Cartier Style and Heritage**: Discovery of Cartier's unique heritage
- **Archives & Cartier Collection**: Transmission on Cartier's unique Collection and its Archives
- **Osmosis of Nature & Design**: Cartier reveals the beauty of the world and finds beauty wherever it may lie.
- **Tiaras & Kokoshniks**: Conversations on shared inspirations between Cartier Tiaras and Russian Kokoshniks.

### Availability

Conversations contents guidelines are ready for roll out.

### Production cost

*Based on 1 week implementation*

With internal experts: Approx. 15K per talk

With external experts: Approx. 15K per talk + expert fees.

Additional cost for expert T&E based on location

### Key Contacts

Kamilla de Surmont – cc : *Charlotte Esnault-Pelterie*



# LES MOMENTS CARTIER

## TASTINGS

### Objective

- Offer unique encounters with Cartier experts & friends of the Maison
- Inspire our people by leveraging local experts as stake holders
- Reveal the invisible creative & human genius behind our creations

### Design

Private salon / dedicated area

### Functions

Programmable intimate conversation formats with dedicated content.

Existing Content :

- **Exploring Mineralities** (Wines and Stones)
- **Senses and Stones** (with fine cuisine)
- **Times and Wines** (Watchmaking)
- **Teas and Stones**
- **Champagne and Stones**
- **Jewels & Wines** (Collection pieces)

### Availability

Tastings contents guidelines are ready for roll out.

### Production cost

*Based on one day implementation 1-3 tastings*

15K for a group of 10 pax in each tasting

Additional cost for expert T&E based on location

### Key Contacts

Kamilla de Surmont - cc : Charlotte Esnault-Pelterie





# LES MOMENTS CARTIER

## MASTERCLASSES

### Objective

- Offer unique encounters with Cartier Artisans
- Inspire our people by leveraging local experts as stake holders
- Reveal the invisible creative & human genius behind our creations

### Design

Private salon / dedicated area / Cartier sites

### Functions

Programmable Masterclasses with dedicated content offering a unique opportunity to clients to experience our craftsmanship in an interactive format.

Existing content :

- Straw Marquetry
- The Art of Enamel
- Wax Panther Sculpting

### Availability

Masterclasses contents guidelines are ready for roll out.

### Production cost

50-70k for one masterclass (average based on 6 pax per session, 3 sessions a day, for 5 days)

Additional cost for expert T&E based on location

### Key Contacts

Kamilla de Surmont – cc : *Charlotte Esnault-Pelterie*



# LES MOMENTS CARTIER

## HJ WORKSHOP VISIT – PARIS LAFAYETTE

### Objective

- Offer unique encounters with Cartier artisans with strong transmission on HJ craftsmanship first hand
- Reveal the “behind the scenes” of Cartier HJ workshops

### Design

HJ workshops Lafayette / salon VIP

### Functions

Experience available all year round in Paris

Existing Content :

- HJ workshop visit with welcoming at VIP Salon

### Availability

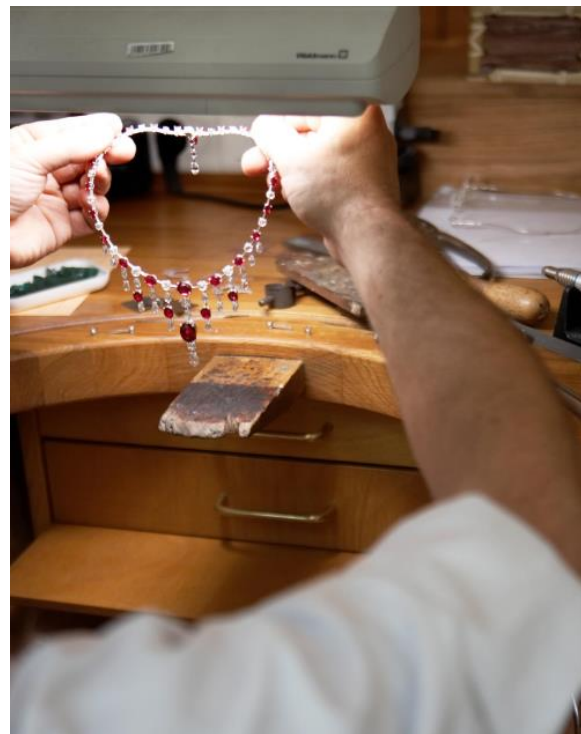
Limited based on Ateliers availability.

### Production cost

Free of charge except any particular requests for set up, catering, etc.

### Key Contacts

Jean-Baptiste Blain – cc : *Charlotte Esnault-Pelterie*





A full-page background image showing a sunset over a desert landscape with sand dunes. The sky is a mix of orange, yellow, and blue, with a bright sun low on the horizon. The dunes are silhouetted against the bright light. The text 'THANK YOU' is centered in a white, sans-serif font.

THANK YOU