



Paris, France — 11/16/2021

MAGIC'S IN THE BOX w/ Cartier & Publicis Luxe

For this End of the year 2021, as the song says, We're so happy and we're celebrating!

CARTIER AND PUBLICIS LUXE CELEBRATE THE JOY OF TOGETHERNESS WITH 'LOVE IS ALL' CAMPAIGN.

An unparalleled choral film, a heartfelt hymn to universal love where the Maison celebrates the power of togetherness, of joy and love! #CartierLovesAll

This never seen before worldwide campaign brings together a number of famous friends of the Maison : Willow Smith, Jackson Wang, Lilly Collins, Ella Balinska, Mariacarla Boscono, Monica Bellucci, Khatia Buniatishvili, Golshifteh Farahani, Mélanie Laurent, Troye Sivan, Annabelle Wallis, Maisie Williams.

An extraordinary cast that sung and danced "à l'unisson" the Love is All anthem. Composed and published in the 70s by Roger Glover, this pop melody brings back on stage the importance of being with your close ones, because after all, Love is all.

A magical moment that could have only happen in an emblematic box, Cartier's red box : magic, joy, products, celebrities...there are many powerful and intense emotions in a Cartier box !

Directed between Paris, Los Angeles and Shanghai, by the British director and fashion photographer Charlotte Wales, this film offers a pure moment of enchantment.

The worldwide campaign is released the 16th of November through cinema, 3D DOOH, TVC, billboards, social media content and the official launch of Cartier's page on TikTok.

This inspiring expression of love is the first chapter of Celebrations at Cartier, and will be followed by more bright happenings... stay tuned !

Director: Charlotte Wales (Colors)
Post-production film : Mathematics
Post-production music : Thomas Anduze
Business Affairs music : Barthélémy Ponsot (Prodigious)
Post-production digital assets : Prodigious
Print : Maud Rémy-Lonvis

CARTIER INTERNATIONAL

Sr Vice President Chief Marketing Officer: Arnaud Carrez
International Creative Communications Director : Emmanuelle Guillon
Creative Product Content Director : Marco Terroni
Creative Corporate Content Director : Elodie Hubsch-Thiele
Creative Content Group Manager : Hélène Duval
Creative Content Senior Project Manager : Anissa Bouaziz

AGENCY : PUBLICIS LUXE

Creation : Antoine Bonodot
Creation Film and Digital : François Pelce, Camille Beaujard, Benoit Chanson, Melissa Masson
Creation Print: Jeremy Givord, Valentin Fillet
Creation CRM and e-commerce : Jean Baratto, Pauline Etourneau
Commercial: Amandine Ribeiro, Yasmina Bourbih, Adeline Pellet, Marine Michoud, Laurence Lévy, Natalia Dobiecka Anne-Charlotte Delaisement
TV production: Christine Bouffort
Art buying : Emma Boutami

ABOUT PUBLICIS LUXE

We imagine experiences where product, service and storytelling blend into a single, memorable journey. Experiences are moments, that spark emotion: an arresting photograph, a beautiful parcel on your doorstep, a grand decor or an exceptional event, an interaction with inspiring people. These moments, over time, create a unique kind of relationship between people and brands, made of impressions, conversations, discoveries and surprise, essentially: emotions.

To spark positive emotion, Publicis Luxe thinks big, and thinks small. We are a unique combination of artisan-worthy attention to detail, and large-scale production capabilities. A crew of passionate people coming from different backgrounds: digital natives mesh with image craftswomen with the best eye for esthetics, working as one team between Paris and Shanghai.

Whether working on brand platform, campaigns, commerce, always-on content, innovative services or post-advertising territories - we're pioneering a new era of luxury marketing, where conversations bloom, where heritage and zeitgeist collide to spark new ideas.

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