

100 Years of Brilliance

As the French jeweler Cartier marks a century in America, we celebrate its unforgettable stories and timeless designs—plus those famous fans, from film greats to First Ladies

HOW A NECKLACE LANDED A BUILDING

In 1917, Pierre Cartier established the company's American base of operations in a glamorously unorthodox fashion: He traded a double strand of natural pearls worth \$1 million for its flagship Fifth Avenue mansion. What made the piece so desirable? At the time, years before cultured-pearl farming, divers would gather oysters holding their breath (no oxygen tanks yet!) and hope that when they pried the shells open, something gorgeous would tumble out. It had taken Cartier years to assemble enough perfect—and perfectly matched—pearls to make the stunning necklace.



THE AFFAIR THAT INSPIRED THE PANTHER

Cartier's unofficial mascot has been prowling the design studios since 1914 in one form or another, including black-spotted watches and jewel-encrusted brooches.



GWEN STEFANI

Louis Cartier originated the motif for his lover, Jeanne Toussaint, the firm's creative director, whom he had nicknamed the Panther. (So much for a no-romance office policy!) The American-born Duchess of Windsor made the fine-jeweled felines world famous in the 1950s, and more recently pop star royal Gwen Stefani rocked Cartier's panther ring.

WHO WOULDN'T SAY I DO?

Elegant engagement rings have been part of Cartier's



DEMI MOORE

repertoire since the beginning, and its dazzling designs have made it onto the hands of some of Hollywood's most high-profile brides.

Grace Kelly flaunted her 12-carat emerald-cut diamond engagement ring from Prince Rainier III of Monaco in her final film, *High Society* (1956). When Ashton Kutcher proposed to Cartier collector Demi Moore in 2005, he sealed the deal with a vintage Cartier ring from 1937.



ELIZABETH TAYLOR

THOSE STUPENDOUS STONES

In 1969, Cartier sold a 69.42-carat diamond to

Richard Burton for over \$1 million—then the highest price ever paid for a diamond.

He gave it to wife Elizabeth Taylor,



KEIRA KNIGHTLEY

who agreed to put the giant gem on display at Cartier's New York and Chicago stores, resulting in lines around the block to view it. Taylor then showed her peachy pear to the world at the 1970 Oscars. In 2006, Keira Knightley wore pear-shape diamond earrings weighing more than 10-carats each to the Golden Globes.



GRACE KELLY



The first Cartier office and store, circa 1917—and still in use today

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Greatest Hits

This iconic trio of designs has stood the test of time

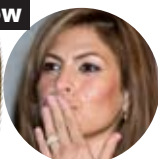


18kt white, yellow and rose gold Trinity ring, \$1,050; at Cartier



JACQUELINE BISSET

NOW



EVA MENDES



ANNE HATHAWAY



RACHEL WEISZ

TRINITY RING AND BRACELET

Introduced in 1924, this puzzle piece features three interlocking bands of 18kt gold (yellow for fidelity, pink for love, and white for friendship). Called the rolling ring because of the way it moves up and down the finger, it eventually became a bracelet too.

TANK WATCH

Designed in 1917 and inspired by the lines of American armored vehicles in World War I, this timepiece became an instant status symbol when Rudolph Valentino wore one in *The Son of the Sheik* (1926). It was later a favorite of Frank Sinatra, Princess Diana, and even two stylish First Ladies.

Stainless steel watch (\$4,350), and 18kt yellow gold watch with alligator strap (\$6,900); at Cartier.



JACQUELINE KENNEDY



MICHELLE OBAMA

Screen Gems

Beloved by Hollywood, Cartier creations are now movie mainstays



18kt yellow gold Love bracelet and screwdriver, \$3,850; at Cartier.



ALI MACGRAW



JENNIFER ANISTON



LUCY LIU

LOVE BRACELET

This gold trick jewel appeared in 1970 and can only be put on and taken off with its accompanying screwdriver. Ali MacGraw raised the bracelet's profile after she wore it throughout *The Getaway* (1972), with Steve McQueen.



STAGE FRIGHT (1950)

Marlene Dietrich flaunted countless carats in the classic Hitchcock thriller.



OCEAN'S ELEVEN (2001)

Brad Pitt sported his own 18kt gold and moonstone Tank ring in the Vegas caper flick.



IRON MAN (2008)

Gwyneth Paltrow shared screen time with a glam 18kt white gold and diamond Tank Francaise watch.



SEX AND THE CITY (2008)

Kristin Davis donned a deco-inspired Basier du Dragon necklace in the movie update.