

Jacob Elordi Debuts as Cartier Ambassador in Sofia Coppola Campaign

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This week, **Jacob Elordi** officially joined the Cartier family as its latest ambassador. To mark the occasion, Cartier tapped **Sofia Coppola** to direct his first campaign under the luxury brand's banner.

Vintage styling with modern resonance

Shot in **New York City**, the campaign features Elordi modeling pieces from Cartier's *Love Unlimited* collection — a fresh evolution of the classic **Love bracelet**, which originally launched in 1969. Coppola captured Elordi in cinematic, retro-tinted settings, focusing on understated elegance and the subtle interplay of light on metal.

In the visuals, he wears **metal accessories** that echo the iconic Love aesthetic, reinterpreted through a contemporary lens.

Why this pairing makes an impact

Elordi's association with Cartier signals the brand's intention to appeal to a younger, style-aware clientele. Meanwhile, Coppola's directorial eye brings a dreamy sophistication and narrative depth to luxury brand storytelling. Their previous collaboration on *Priscilla* underscores a shared creative language.

This campaign not only elevates the renewed Love pieces but also positions Cartier at the intersection of fashion, film, and cultural relevance.

What else shaped the week

- **JW Anderson x Moncler** relaunched with seasonal puffer jackets combining performance design and aesthetic flair.
- Burberry's "It's Always Burberry Weather" campaign released films directed by John Madden and starred Olivia Colman.

These moves underscore how houses are doubling down on storytelling, legacy brands revisiting heritage pieces with fresh faces, and creative partnerships becoming central to brand identity.

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