



Press release

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DIVE INTO THE HEART OF JEWELLERY SAVOIR-FAIRE: THE CARTIER JEWELLERY INSTITUTE OPENS ITS DOORS TO THE PUBLIC FOR EUROPEAN HERITAGE DAYS

From the 19th to the 21st of September 2025, the Cartier Jewellery Institute is opening its doors to the public for the fourth year running, offering the opportunity to discover Cartier's exceptional jewellery craftsmanship and savoir-faire. As in previous years, over 250 visitors are expected to visit over the weekend. On the 19th of September, the Institute will host a dedicated open day for school classes and other groups.

Discover a space of art and history in the heart of Paris

Under the theme of "Architectural Heritage," this event offers an exceptional visit to the Cartier Jewellery Institute. Located in the 9th arrondissement, in the heart of the historic Parisian jewellery district, the Institute has been housed since 2016 in the Hôtel Pinsot, a private mansion dating from the end of the 18th century. Its facades on the courtyard and the decoration of the small salon have been listed since 1927 in the Supplementary Inventory of Historical Monuments. Today, the Institute is spread over three levels with spaces entirely dedicated to the transmission of jewellery savoir-faire.

An immersive journey punctuated by encounters

On the first floor, the public will be invited to follow the creation of a piece of jewellery, from the precious stones to the design and the realisation. An immersive device will then allow visitors to enter the heart of an opal. After this journey into the raw material, small groups of visitors will take part in a dialogue with the artisans. A jeweller, a setter, a casting expert and a lapidary will present their profession in real conditions, at the workbench and surrounded by their tools. On the second floor, the public will discover the secrets of stone expertise in the presence of specialists; in the Materials Workshop, they will be invited to handle precious stones. Finally, on the third floor, the public will be invited to the workbenches to participate in setting sessions, in the presence of instructors from the Institute.

Cartier: a Maison committed to training the jewellers of tomorrow

For the second year in a row, Cartier will participate in the '*Levez les yeux*' (Look Up) operation, orchestrated by the Ministry of Education. In this context, on the 19th of September, the Maison will welcome two classes of middle school students and two associations with which it maintains close ties: the Fabrique Nomade and De l'Or dans les Mains.

Founded in January 2016, **Fabrique Nomade** promotes and encourages the professional integration of migrant and refugee artisans in France. In 2025, three adult trainees – jewellery artisans – were welcomed to the Cartier Jewellery Institute for two weeks and were able to expand the Maison's jewellery techniques. Other trainees will be able to benefit from the sharing of this savoir-faire in the coming years. In this exchange, Cartier supports these artisans

in a confident return to employment. In return, the instructors of the Institute become familiar with jewellery techniques from other cultures.

The association **De l'Or dans les mains**, for its part, has made it its mission since 2021 to raise awareness among young people about manual trades by bringing artisanal practices into schools. Since September 2024, the Maison has been committed to transmitting its passion and presenting these manual trades, often unknown to the young public. In this context, two classes of middle school students from Ile de France, along with partners of the association, will attend the visit. In 2024, the Maison took part in around fifteen workshops organised in schools in France. In total, 450 students discovered the trades of jeweller, polisher, and setter during initiations with the Maison's artisans and apprentices.

This new chapter of the European Heritage Days confirms Cartier's desire to increase awareness of the jewellery trades, paving the way for the jewellery of tomorrow.

Practical information: visits on September 20th and 21st are free, reservation is mandatory. Registration opens on September 1st at 9:00 a.m. on the official platform of the European Heritage Days.

Press contact: Alix de Izaguirre, Corporate Communication & Public Affairs Manager
alix.deizaguirre@cartier.com

About Cartier: A reference in the world of luxury, Cartier – a name synonymous with open-mindedness and curiosity – stands out through its creations, revealing beauty wherever it may lie. The Maison expresses itself across multiple domains: from jewellery and high jewellery to watchmaking, fragrances, leather goods and accessories. Cartier's creations symbolise the convergence of exceptional craftsmanship and a timeless signature. Today, Cartier is part of Richemont, and it shines worldwide through its network of boutiques, authorised retail partners, and online sites. <https://www.cartier.com>

La Fabrique Nomade : <https://lafabriquenomade.com/>

De l'or dans les mains : <https://www.delordanslesmains.com/>