

WORTH ITS WEIGHT IN GOLD

Cartier's Love Charity bracelet puts a new twist on love.

BY JYOTI PESWANI

More than thirty years ago, Cartier's love bracelet, with its modern screw motif, epitomized a new symbol of love – it screamed “commitment” from every wrist that adorned it. Today, the company's special-edition Love Charity bracelet with silken knots (Yes, silk! The knots symbolize the screws) signifies commitment to a special cause – the kind that makes giving back a warm gesture rather than a whimsical theory. The 18-karat rose-gold mini Love bracelet on a silk cord is available in a selection of colors, each representing a worthy cause.

On June 8, 2006, Cartier announced the launch of its special-edition Love Charity bracelet. Cartier had the most appropriate moniker for it too; the company proclaimed the date “Declare Your Love Day.” Cartier will donate \$100 from the sale of each Love Charity bracelet to its corresponding cause. This is a year-long effort, and to date, nearly \$120,000 has been raised as a result of Love Charity bracelet sales.

Joining Cartier in this charity endeavor is

an impressive lineup of celebs, each associated with a charity and a colored bracelet: Salma Hayek – The Salma Hayek Foundation– white bracelet; Scarlett Johansson – USA Harvest – baby pink bracelet; Rosario Dawson- YouthAIDS - red bracelet; Spike Lee – Kanbar Institute of Film and Television / Graduate Division/Tisch School of the Arts/ NYU – purple bracelet; Edward Norton – Maasai Wilderness Conservation Trust – green bracelet; Sarah Jessica Parker – UNICEF – blue bracelet; Michael Stipe – Mercy Corps / Gulf Coast Recovery – black bracelet; and Liv Tyler – The Breast Cancer Research Foundation – deep pink bracelet. (See sidebar for charity details).

In addition to donating ten percent of the sales, Cartier plans to give nearly a million dollars to these charities. As Frédéric de Narp, President and CEO of Cartier North America puts it, “Cartier stands for love, commitment and passion. Cartier is about making dreams come true.”

Cartier's Love collection goes back a long way. Remember the company's signature two-piece gold bracelet – engraved with 12 screws





that had to be bolted together with a screwdriver on the wrist? Some of us who saw it on our mother's

wrists always wanted one for ourselves – like Scarlett Johansson, who reminisces, “My mom has one. I always remember looking at hers, and now I have one.”

The Love bracelet has united legendary Hollywood couples – Elizabeth Taylor and Richard Burton, Cary Grant and Dyan Cannon, Sophia Loren and Carlo Ponti. Today, it is still a favorite among Hollywood celebrities such as Katie Holmes, Michelle Williams and Mary J. Blige. And now, it is uniting people for a bigger purpose, a greater good.

Love, or even the notion of love, makes you believe in gold at the end of every rainbow. Especially when the rainbow has more colors than seven and when the gold has the letters LOVE inscribed on it! What's a mere \$ 475 for a good cause? Think about it. [VIP](#)

The Cartier LOVE collection, including the charity bracelet, is available in 33 boutiques across the U.S. For more information, call 1-800-CARTIER or visit www.love.cartier.com.



WHITE BRACELET: The Salma Hayek Foundation encourages and supports women who have been victims of violence around the world. The foundation strives to promote a safe environment in communities for all women and girls through policy change and awareness-building.

BABY PINK BRACELET: U.S.A. Harvest serves more than 5,400 agencies nationwide. Its volunteers have provided 11.6 billion pounds of food to these deserving organizations. Founded in 1989, the group now has chapters in 130 cities and towns in the U.S.A.

For more information, visit www.usaharvest.com

RED BRACELET: YouthAIDS is an education and prevention initiative of Population Services International. It uses media, pop culture, music, theater and sport to stop the spread of HIV/AIDS and reaches 600 million young people in more than 60 countries. For more information, visit www.youthaids.org

PURPLE BRACELET: Maurice Kanbar Institute of Film & Television. Funds like the Spike Lee Fellowship and the Spike Lee Production Fund help fulfill the educational mission of the Graduate Division of the Institute. These awards support African-American filmmakers who demonstrate academic excellence, creative talent and financial need. For more information, visit <http://filmtv.tisch.nyu.edu>

GREEN BRACELET: Maasai Wilderness Conservation Trust was founded to assist the needs of the local Maasai community of Kuku Group Ranch, Chyulu Hills in Kenya. The objective is to protect the wildlife and cultural heritage of the Maasai, through eco-tourism and the presence of a non-profit organization creating employment for the local Maasai. For more information, visit www.maasaifoundation.org

BLUE BRACELET: UNICEF helps save, protect and improve the lives of children in 155 countries and territories through immunization, education, health care, nutrition, clean water and sanitation. Non-partisan and free of discrimination, UNICEF's priorities are the most disadvantaged children and the countries in greatest need. For more information, visit www.unicefusa.org

BLACK BRACELET: Mercy Corps/Gulf Recovery Fund believes in the fundamental right of people to participate in their own recovery. In addition to neighborhood revitalization, the Gulf Coast Recovery Program includes psycho-social support to children, families, teachers and caregivers who have suffered through hurricanes; grants go to the nonprofit sector, schools, a deconstruction program that promotes salvaging and recycling of homes, and small business loans and grants. For more information, visit www.mercycorps.org

PINK BRACELET: The Breast Cancer Research Foundation is dedicated to funding innovative clinical and genetic research. The foundation supports scientists at leading medical centers worldwide whose research is focused on achieving prevention and a cure for breast cancer. A minimum of 85 cents of each dollar donated goes directly to the research and awareness programs. For more information, visit www.brcfcure.org