

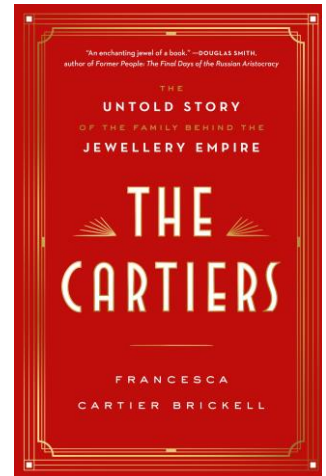
The Cartiers

The Untold Story of the Family Behind the Jewellery Empire

by Francesca Cartier Brickell

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Ballantine Books, Hardback £19.99



The story of the family behind Cartier and the three brothers who turned their grandfather's humble Parisian jewellery store into a global luxury icon—told by a descendant with exclusive access to long-lost family archives

*"Can't Afford a Shopping Spree at Cartier? This Book Is the Next Best Thing...
a human story – one even the unadorned will read with pleasure."*
[New York Times Book Review](#)

*"The story of the Cartier jewellery family is as fascinating – and racy – as the women
who've worn its famous gems."*
[You Magazine](#)

*"The tale of a clan united in single-minded dedication to the success of their enterprise with walk on parts
from the world's most glamorous princesses, heiresses and maharajas...
Ms Cartier Brickell has done her grandfather proud"*
[Wall Street Journal](#)

*"A dynamic group biography studded with design history and high-society dash...[Ms Cartier Brickell's]
meticulous, elegantly wrought narrative bears the Cartier hallmark."*
[The Economist](#)

*"Francesca Cartier Brickell's art of weaving the [personal and historical] together...show her mastery as a
born storyteller with quite a tale to tell."*
[Forbes](#)

In 2009, four generations of the Cartier family gathered in the south of France to celebrate patriarch Jean-Jacques Cartier's ninetieth birthday. As the family enjoyed a casual breakfast together, Jean-Jacques announced that he'd been saving a vintage champagne for the occasion. His granddaughter, Francesca Cartier Brickell, offered to fetch it for him, and headed down into the cellar—where she made a discovery that transformed her understanding of her family.

Instead of champagne, what Francesca found was a battered trunk dotted with faded travel stickers from all over the world. Inside were hundreds and hundreds of letters, correspondence saved by generations of the Cartier family. There were missives that opened up a bygone era of glamor, with clients that included King Edward II, Grand Duchess Vladimir of Russia, Coco Chanel, the Duchess of

Windsor, Elizabeth Taylor, Grace Kelly and Queen Elizabeth. There were birth announcements and telegrams, love letters and homesick letters and airmail envelopes thick with pages detailing business pitfalls and successes, outlining strategies and offering advice. It was correspondence that the family had believed had been lost forever, and it launched Francesca on a decade-long quest to put together the missing pieces of her family's history.

Francesca tracked down family archives as far afield as St. Louis and Tokyo; deciphered ancient gravestones in Paris; trekked through sapphire mines in Sri Lanka and delved into the natural pearl trade with gem dealers in the Persian Gulf. The result is **THE CARTIERS: The Untold Story of the Family Behind the Jewellery Empire**, a captivating history full of never-before revealed details about the family behind the global jewellery dynasty.

THE CARTIERS offers a behind-the-scenes look at the firm's most iconic jewellery—the notoriously cursed Hope Diamond, the Romanov emeralds, the classic panther pieces—and the long line of stars from the worlds of fashion, film, and royalty who wore them. It is also a compelling family story. It tells of Louis Cartier, the visionary designer who created the first men's wristwatch to help an aviator friend tell the time without taking his hands from the controls of his flying machine, and Pierre Cartier, the master dealmaker who bought the New York headquarters on Fifth Avenue for a double-stranded natural pearl necklace. And Jacques Cartier, the globe-trotting gemstone expert whose travels to India gave Cartier access to the world's best rubies, emeralds, and sapphires, inspiring the celebrated Tutti-Frutti jewellery.

As historian Diana Scarisbrick writes in the book's foreword, *"Many books have been written over the years on Cartier, but none have delved so deep into the true story of the family behind the firm... although the exhibitions on Cartier over recent decades have shown so many beautiful objects, almost all the people most responsible for designing, making, and selling them have remained in the shadows. Now the veil has been lifted and the real story of the creation of Cartier has finally emerged."*

Encompassing the highs and lows of four generations, this extraordinary story traces the Cartier dynasty from the founding of the firm in the early 19th century through to its sale in the 1970's. Featuring photos from the author's archive and published in the two-hundredth anniversary year of the birth of the Cartier dynasty's founder, Louis-François Cartier, **THE CARTIERS** is a definitive social history shown through the deeply personal lens of one legendary family.

About the author

Francesca Cartier Brickell is a graduate in English literature from Oxford University, and a direct descendant of the Cartier family. She is a sought-after international lecturer on Cartier's illustrious history, and has given talks for major auction houses, museums, and societies. **THE CARTIERS** is the result of years of the author's independent research into her family and the business they founded. Francesca lives with her husband and children in London and the South of France.



Francesca Cartier Brickell is available for interview, author events and to write articles

For all UK press & event enquiries please contact Becke Parker:

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Further praise for THE CARTIERS:

"Four generations of genius, glamour, and ambition are laid bare in Brickell's behind-the-scenes account of the Cartier family."

Amanda Foreman, New York Times bestselling author of *A World on Fire*

"Through the long-lost letters and journals of her ancestors, Francesca Cartier Brickell tells the intimate story of how her family's business conquered the world of luxury in the face of revolution, wars, and global depression. The Cartiers is an enchanting jewel of a book."

Douglas Smith, author of *Former People: The Final Days of the Russian Aristocracy*

"A telling social history of the first half of the twentieth century in Paris, London, and New York, all through the lens of luxury and all that it entails. While the diamonds, emeralds, and sapphires are indeed stunning, it is the Cartier family characters who steal the show in this gem of a book."

Sonia Purnell, New York Times bestselling author of *A Woman of No Importance*

"With her insider's understanding of the family business, a historian's precision, and a novelist's keen eye for personal detail, Francesca Cartier Brickell has created a seeming contradiction: an epic yet personal chronicle."

Rhonda K. Garelick, dean of the School of Art and Design History and Theory, Parsons,
author of *Mademoiselle: Coco Chanel and the Pulse of History*

"A fascinating account of the Cartier brothers and the creation of this iconic and enduring luxury brand."

André Leon Talley, bestselling author of *A.L.T.: A Memoir*

"The story of the family's rise from simple artisans to originators, creators, super salesmen and friends to the rich and famous is extraordinary."

[The Spectator](#)

"How Cartier began as a humble Paris shop and became a jewelry empire where Richard Burton purchased Liz Taylor's iconic diamond sparkler and Jackie O's classic tank watch was snatched up at auction for \$379,500 by Kim Kardashian"

[Daily Mail](#)

"Even if you think you know Cartier jewelry, even if your library is filled with any of the more than two dozen books on the French maison, you should make room for one more... The Cartiers, by Francesca Cartier Brickell. Yes, she is family. And her book is the only one that pulls back the curtain on the Cartier Wizard of Oz to tell you about the family you never knew."

[Airmail](#)

