

Cartier, jeweller to kings, king of jewellers,
Edward VII

Louis-François Cartier opened his modest store in Paris, France in 1847. Cartier acquired many valuable pieces of jewelry at low prices from desperate aristocrats fleeing the February Revolution of 1848. Upon Louis-François Cartier's death in 1904, his son Alfred took the business to new heights, catching the eye of the rich and elite. At this point, Alfred also brought his three sons into the business, with Louis being the perfectionist of the three. Louis was essential for the brand's success across the world, as Cartier became synonymous with high quality. The brand has a rich and colorful history, such as the gems provided by the Maharaja of Patiala. The images below illustrate the Indian influence prevalent in the jewelry manufactured by Cartier in 1925.

#cartier #frenchjeweler #artdeco #christies #tajmahal #expositionparis #expositioninternationale
#sybilsassoon #sothebys #history #india #jewelry

Commented [KS1]: BE spelling. However, since this is a quote by Edward VII, I would leave it this way.

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Commented [KS2]: More common way of attributing quotes.

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Commented [KS3]: Wondering if it would be interesting to mention that Cartier took over the workshop where he had apprenticed?

Commented [KS4]: First place, then time.

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in Paris, France

Commented [KS5]: This would be a historically more accurate way of referring to this particular revolution. The socialists were only one force of many during the revolutionary years.

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Revolution

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Commented [KS7]: To stick to the overall a little more formal tone of the post.

Commented [KS8]: "of the rich and elite" does not sound idiomatic. Suggestions: "of the country's elite" or "of the country's social and economic elite"

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Commented [KS9]: "such as" does not really work here. The way it is written now, the sentence suggests that the gems are an example of Cartier's history. Could you explain in a few brief words what the role of those gems was? Did the Maharaja of Patiala provide them to Cartier, so they could use them to craft jewelry? I'll be better able to tweak the sentence with a little more background knowledge.

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Commented [KS10]: Or wherever they will appear on the website. This would have to be adjusted.

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of India, that

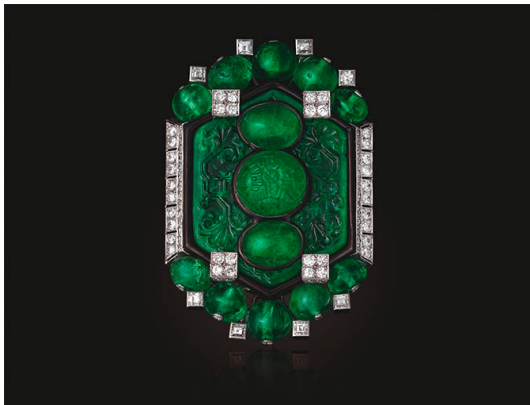
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jewelry of



Jacques Cartier in India acquiring gems, 1911. Photo from [the](#) Cartier Archives.

Commented [KS11]: Who was Jacques Cartier? He is not mentioned in the text?



Art Deco emerald, diamond, and enamel brooch, by Cartier.
Photo by Christie's.



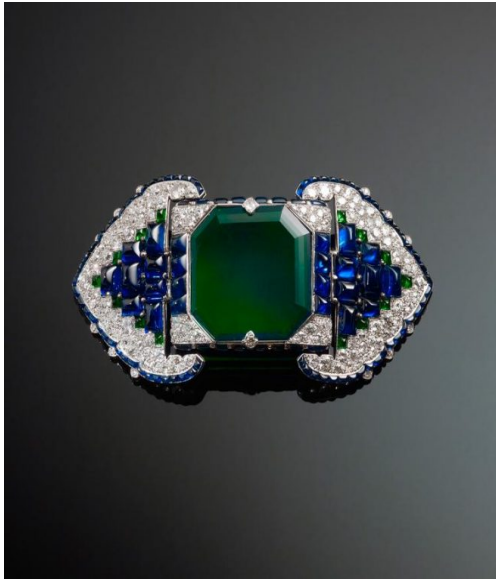
Cartier's Collier Berenice, featuring the Taj Mahal Emerald, on display in Paris at the Exposition internationale des arts décoratifs et industriels in 1925. Photo from the Cartier Archives.

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- Commented [KS12]: Titles are not capitalized the way they are in English in most other languages.
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- Commented [KS13]: Added this part just to keep it consistent. But it could also be left out in all captions.



Taj Mahal emerald, 141.13 carats. Photo by Christie's

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Art Deco belt buckle brooch, by Cartier.
Photo by Christie's



Sybil Sassoon wearing the Art Deco belt buckle, by
Cartier. Photo from The Cecil Beaton Archive at
Sotheby's.