

## DFS Macau debuts new Santos de Cartier watch via hi-tech experience

By **Mary Jane Pittilla** on April, 20 2018 | Retailers



Until the end of May, Cartier and DFS Group will jointly host an exhibition at T Galleria by DFS, Macau, Shoppes At Four Seasons, to showcase the newest Santos de Cartier timepieces.

Cartier's new digital exhibition approach harnesses special lighting effects, dynamic aesthetics and contrasting textures, with an emphasis on lacquered black and brushed metal.

Cecile Naour, Cartier International Travel Retail Director, said partnering with DFS on this exciting new exhibition would enable visitors to experience first-hand the cutting-edge universe of its Santos de Cartier timepiece.

The Cartier exhibition features two semi-open rooms, with the Santos de Cartier masterpieces taking center stage in one room, while the other contains a data hub illuminated by LED lighting and digital screens.

Christophe Chaix, DFS Group Senior Vice President Fashion, Watches, Jewelry and Accessories, said DFS was delighted to be continuing its partnership with Cartier in offering a unique experiences to traveling clients.

"The introduction of the new Santos de Cartier watch demonstrates what DFS and Cartier do best; offering extraordinary pieces through our unrivaled commitment to high-end quality."

At the heart of the new Santos de Cartier watch beats the caliber 1847 MC, which incorporates anti-magnetic nickel phosphorus components in the escapement and movement mechanisms, and a shield made from a paramagnetic alloy, rendering it resistant to powerful magnetic fields in everyday situations.

The screw-down assembly design enables water resistance up to 10 bar (~100 meters) with minimal case thickness.

The strap is another defining element. Available in steel, gold, calfskin or alligator skin, all versions are interchangeable thanks to the Cartier QuickSwitch system (patent pending) hidden under the strap. This invisible mechanism blends into the structure of the case and is simple to activate.

Another cutting-edge feature is the SmartLink self-fitting technology (patent pending), which enables the length of the metal bracelet to be adjusted to the nearest link without the use of a tool. At the touch of a button located on each SmartLink, the attachment bar is unlatched and one of the brushed metal links with screws can be added or removed from the watch.