

Published: Tuesday, January 09, 2007

## Cartier Plans Move to NorthPark

By Holly Haber



Similar decor will be in the new Cartier store.

DALLAS — Cartier is moving its jewels to NorthPark Center from rival Galleria Dallas.

The jeweler will close at Galleria Dallas in October and unveil a store twice the size at NorthPark, which has sought to build buzz since it opened a new wing and a Barneys New York flagship last year, along with Oscar de la Renta, Salvatore Ferragamo, Intermix and Bottega Veneta stores, among others.

"The decision was quite easy," said Frédéric de Narp, president and chief executive officer of Cartier North America. "From a marketing study, we felt strongly that the housing price surrounding NorthPark is much, much higher than around Galleria, and there is a huge development of NorthPark in terms of department stores and luxury. Also, we were very frustrated in our space at Galleria because it was too small."

Cartier's new 2,500-square-foot store will showcase a bridal salon, a watch salon and an accessories salon in an all-in-one concept that's been successful since it was introduced at the flagship on Fifth Avenue in Manhattan in 2004.

The company has been renovating and increasing the size of stores in key cities to display expanded lines of bridal jewelry and leather goods as well as its entire watch collection, de Narp said.

"Wherever we go, we try to think bigger. San Francisco is an amazing project for next year," he added, explaining that the company is building a two-level, 5,000-square-foot store across the street from its existing 1,500-square-foot shop.

Situated near Neiman Marcus and Tiffany, Cartier's new Dallas store will have the warm decor in oak, bronze and stone that's in 17 units and is being rolled out to the remaining 18 in the U.S. and Canada.

"In Dallas, with this kind of space, we can have a watch salon, which is a must-have for us now," de Narp said. "Gifts have been very strong. We now have an entire collection of clocks, a very strong men's belt division and eyewear. Handbags and leather goods are also a priority.

"Another activity which seems paradoxical for a 160-year-old company is that we have only in the last three years developed a bridal segment," he pointed out. "We used to have some diamond rings, but never an entire department of the store. In the last year, we have bridal specialists in the most important stores to answer all questions."