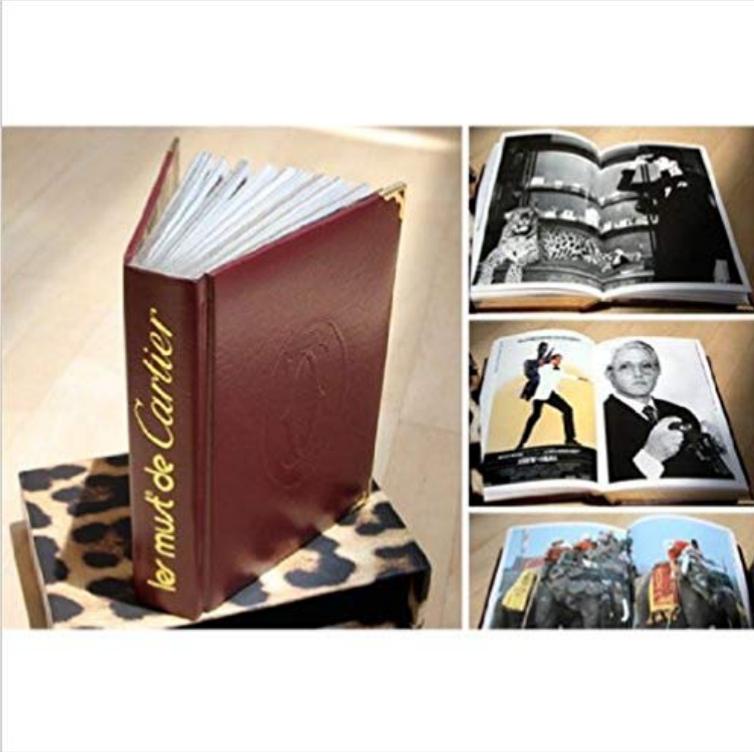


## Les Must de Cartier



Between the gold-embossed pages of this decadent and amusing volume, you'll find the wall-to-wall monogrammed carpeting, lacquered furniture, tinted glass, panther draperies and mirrors reflecting the faces of celebrities that represented the era of the 1970s and 1980s at the height of its glory. Nineteen sixty eight. The year all certainties were shattered, it was in good taste to burn what one loved and to trample underfoot the values of yesterday. If, in this new world of dissent, luxury was no longer appropriate, the taste for beauty didn't completely disappear. No, luxury was not dead! It simply needed to be reinvented. In the midst of this new counterculture, which burned all belongings and lived according to the flames of passion, Cartier enflamed hearts and luxury markets by creating a lighter that landed with the impact of a bomb--Les Must de Cartier saw the light of day. Existing somewhere between tradition and modernity, Cartier's lighters, pens, watches, glasses, jewelry, leather goods and perfume engulfed the world. Cartier justified luxury by offering a more perfect modernity. Protected by a panther-skin slipcase, this limited-edition volume invites you to visit the delirious parties that announced every new must. The 1990s provided the opportunity to calmly reflect on the turbulent, effervescent and paradoxical years of the previous two decades. In perfect harmony with their time, Les Must had also played their part in history, creating a unique legend that would always be their own. They had participated fully in the luxury revolution that shifted away from decorative objects to functional objects, from caste signifier to sign of the times. Indefatigable, Les Must had accompanied a whole generation of chic jet-setters in their peregrinations. Faithful companions of those who could not be discouraged from any excess, avid partygoers for whom too much was not in their vocabulary, Les Must had always

been part of the decor. From Studio 54 in New York, where Mick Jagger, Jacqueline Bisset, Liza Minelli, Andy Warhol, Tina Chow and Halston hung out, to the Palace in Paris, where the oh-so-chic promoters of a new dandyism were Yves Saint-Laurent, Loulou de La Falaise, Paloma Picasso, Gerard Garouste and Andree Putman. From Chez Castel to Chez Regine, where the bright young things gathered, everyone knew each other and dashed around the world on the Concorde. Paris and New York had never been closer to the great joy of this naturally cosmopolitan population, eager to shrink time and live several days, perhaps even several lives, in one day. This book inside its panther slipcase is already a collectors item. Les Must de Cartier has now become a legend, part of that mythology of the 1970s and 80s that saw the world reinvented by an ardent youth who wanted to believe in happiness.

The Must-C de Cartier leather handbag collection is a limited edition inspired by the original 1970s design of Cartiers Les Must bags. Black, red or white leather, brown or green polarized lenses, genuine black marbled horn, gray wood, golden or platinum finish: Cartier provides you with Must de Cartier Sunglasses: Sunglasses in grey wood and smooth platinum-finish metal, pantos shape, grey polarised lenses. The fragrance Must de Cartier for women is the first one that stunned the world of perfume. Must de Cartier Pour Homme by Cartier is a Oriental Spicy fragrance for men. Must de Cartier Pour Homme was launched in 2000. The nose behind this fragr Silver Must de Cartier cufflinks: 925 sterling silver Must de Cartier cufflinks, palladium finish. Dimensions (HxL): 20 mm x 18 mm. Must de Cartier Gold Eau de Parfum, a variation on jasmine with the joyous intensity of osmanthus stirring up the legendary sensuality of the Must de Cartier Must de Cartier - Eau de Toilette CARTIER *Enfant terrible de la parfumerie*, Must de Cartier a bouscule les reperes. Des sa naissance, il a affirme un formidable Discover a large selection of Cartier 21 Must de Cartier watches on Chrono24 - the worldwide marketplace for luxury watches. Compare all Cartier 21 Must de Find great deals on eBay for Les Must de Cartier in More Fine Jewelry. Shop with confidence. Discover the small leather goods of the Must de Cartier collection for men, available in shades of elegant red and black. The fragrance Must de Cartier for women is the first one that stunned the world of perfume. Must de Cartier by Cartier is a Oriental fragrance for women. Must de Cartier was launched in 1981. The nose behind this fragrance is Jean-Jacques Diene You searched for: must de cartier! Etsy is the home to thousands of handmade, vintage, and one-of-a-kind products and gifts related to your search. No matter Discover the small leather goods of the Must de Cartier collection for men, available in shades of elegant red and black. As a result, the company launched the Les Must de Cartier collection that was comprised of unconventional forms and material combinations. The collection was Must de Cartier briefcase with three gussets in black niloticus crocodile skin. Palladium-finish metal parts. Interior: lining in burgundy calfskin, one quilted laptop