



EXCLUSIVE

Cartier Taps Zoe Saldaña As Brand Ambassador

● The Oscar-winning actress and producer famously donned a gold chain mail capelet by the French jeweler in 2023.

BY LILY TEMPLETON

PARIS — Zoe Saldaña and Cartier are taking their relationship to new heights.

The French jeweler revealed Thursday it had tapped the Academy Award-winning actress and producer as brand ambassador.

Her appointment “celebrates a relationship that has grown over many years and marks an exciting new chapter — one defined by shared creativity and bold expression,” Cartier’s chief marketing officer Arnaud Carrez told WWD exclusively. “Her talent, grace and effortless elegance have long resonated with the maison.”

It is the culmination of “a series of past collaborations that represent a shared bold creativity,” the brand said.

“I am honored to become an ambassador for Cartier, following many years of warm collaboration,” said Saldaña. “I have long been an admirer of the maison’s boundary-breaking savoir faire that creates incredible pieces of wearable art, and I look forward to continuing this special relationship.”

One such striking piece was the bespoke capelet made in gold chain mail set with 150 diamonds and edged with faceted onyx pendants, which she wore to the 2023 Vanity Fair Oscars after party.

Since then she has regularly donned the French jeweler’s designs on the red carpet.

This year alone the actress donned the Melis necklace for January’s Golden Globes ceremony, featuring the humble bumblebee as a 2.64-carat yellow diamond briolette amidst ball-shaped cut gems in hexagonal settings that figured honeycombs ripe with honey.

And ahead of this year’s Academy Awards, which saw her scoop up best performance by an actress in a supporting role for her work in the film “Emilia Pérez,” she stepped out in a custom Saint Laurent

look with the Panthères Versatiles necklace, a stylized articulated design where the feline curves around the neck toward a 10.10-carat Zambian sugarloaf emerald.

At the time, she praised the transformable design, saying it brought “a playful and surprising element, adding to the joy of wearing it.”

Part of the Nature Sauvage high jewelry collection that was unveiled in 2024, it took more than 4,800 hours — that’s more than 600 working days or some 34 months — to create this piece, which can be turned into a shoulder jewel thanks to a segment also wearable as a bracelet.

In her new role at Cartier, Saldaña joins a roster of ambassadors that includes Gemma Chan, Blackpink’s Jisoo, Timothée Chalamet and Rami Malek, with whom she starred in the 2022 comedy mystery “Amsterdam.”

Since her breakout role in 2000 teen drama “Center Stage,” she has become a fixture in the sci-fi action movie world. Roles in “Avatar,” “Avengers” and “Star Trek” have propelled her to being one of the highest-grossing actresses on the silver screen today.

She is to date the only one to star in four films that have each grossed more than \$2 billion worldwide.

In addition to her ongoing role in spy thriller television series “Special Ops: Lioness,” where she serves as executive producer, Saldaña will return to the big screen in the third installment of sci-fi epic “Avatar” coming out in mid-December.

A fourth film is filming with Michelle Yeoh and Sigourney Weaver among the costars, with a 2029 release, while the fifth chapter is slated for 2031. There’s also talk that she could reprise her role in an upcoming “Star Trek” sequel to be directed by J.J. Abrams.





Zoe Saldana

