

# LES MUSTS DE CARTIER



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1968--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 luxury markets by creating a lighter that landed with the impact of a bomb - "Les Must" de Cartier saw the light of day. Hovering 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 followed every new "must".

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