

Jewel for a Cause

ONE associates Cartier more with dazzling fine jewellery. However, more recently, the brand launched their Love Charity Bracelet, a knotted silk rope with an engraved gold centre. Patrick Normand, Managing Director of Cartier, dropped into their Emporio store in Delhi to explain the bracelet and the charities they support. "Proceeds from the sales will directly go to Habitat for Humanity India that aims to provide shelter to underprivileged people and Women IndiaBUILDS, an initiative for women, launched by Habitat for Humanity," said Normand. Mumbai socialite Avanti Birla, Ambassador for Women IndiaBUILDS flew down in support, and arrived in a canary yellow outfit trussed at the waist with a belt. "When you buy this bracelet you provide shelter to the most vulnerable in India," said Birla. Philanthropy comes at a cost though, each Cartier Love Charity bracelet is priced at Rs 34,000. (EFS)

