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# The Cartiers The Untold Story Of The Family Behind

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In the Name of Gucci

*The Cartiers The Untold  
Story Of The Family  
Behind*

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## BRANDT DANIELA

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The Heartland Andy Cohen Books  
Why do you believe what you believe? You've been lied to. Probably a lot. We're always stunned when we realize we've been deceived. We can't believe we were fooled: What was I thinking? How could I have believed that? We always wonder why we believed the lie. But have you ever wondered why you believe the truth? People tell you the truth all the time, and you believe them; and if, at some later point, you're confronted with evidence that the story you believed was indeed true, you never wonder why you believed it in the first place. In this incisive and insightful taxonomy of lies and liars, New York Times bestselling author Aja Raden makes the surprising claim that maybe you should. Buttressed by history, psychology, and science, *The Truth About Lies* is both an eye-opening primer on con-artistry—from pyramid schemes to shell games, forgery to hoaxes—and also a telescopic view of society through the mechanics of belief: why we lie, why we believe, and how, if at all, the acts differ. Through wild tales of cons and marks, Raden examines not only how lies actually work, but also why they work, from the evolutionary function of deception to what it reveals about our own. In her previous book, *Stoned*, Raden asked, "What makes a thing valuable?" In *The Truth About Lies*, she asks "What makes a thing real?" With cutting wit and a deft touch, Raden untangles the relationship of truth to lie, belief to faith, and deception to propaganda. *The Truth About Lies* will change everything you thought you

knew about what you know, and whether you ever really know it.

*Jewels That Made History* National Geographic Books

"A dynamic group biography studded with design history and high-society dash . . . [This] elegantly wrought narrative bears the Cartier hallmark."—*The Economist* The captivating story of the family behind the Cartier empire and the three brothers who turned their grandfather's humble Parisian jewelry store into a global luxury icon—as told by a great-granddaughter with exclusive access to long-lost family archives "Ms. Cartier Brickell has done her grandfather proud."—*The Wall Street Journal* *The Cartiers* is the revealing tale of a jewelry dynasty—four generations, from revolutionary France to the 1970s. At its heart are the three Cartier brothers whose motto was "Never copy, only create" and who made their family firm internationally famous in the early days of the twentieth century, thanks to their unique and complementary talents: Louis, the visionary designer who created the first men's wristwatch to help an aviator friend tell the time without taking his hands off the controls of his flying machine; Pierre, the master dealmaker who bought the New York headquarters on Fifth Avenue for a double-stranded natural pearl necklace; and Jacques, the globe-trotting gemstone expert whose travels to India gave Cartier access to the world's best rubies, emeralds, and sapphires, inspiring the celebrated Tutti Frutti jewelry. Francesca Cartier Brickell, whose great-grandfather was the youngest of the brothers, has traveled the world researching her family's history, tracking down those connected with her ancestors and discovering long-

lost pieces of the puzzle along the way. Now she reveals never-before-told dramas, romances, intrigues, betrayals, and more. The Cartiers also offers a behind-the-scenes look at the firm's most iconic jewelry—the notoriously cursed Hope Diamond, the Romanov emeralds, the classic panther pieces—and the long line of stars from the worlds of fashion, film, and royalty who wore them, from Indian maharajas and Russian grand duchesses to Wallis Simpson, Coco Chanel, and Elizabeth Taylor. Published in the two-hundredth anniversary year of the birth of the dynasty's founder, Louis-François Cartier, this book is a magnificent, definitive, epic social history shown through the deeply personal lens of one legendary family.

#### *Jewels* Chronicle Books

An insider's hilarious, whirlwind account of his years spent globe-trotting in search of the holy grail of handbags: the Birkin For more than twenty years, the Hermès Birkin bag has been the iconic symbol of fashion, luxury, and wealth. Though the bag is often seen dangling from the arms of celebrities, there is a fabled waiting list of more than two years to buy one from Hermès, and the average fashionista has a better chance of climbing Mount Everest in Prada pumps than of possessing one of these coveted carryalls. Unless, of course, she happens to know Michael Tonello . . . Michael's newfound career started with an impulsive move to Barcelona, a vanished job assignment, no work visa, and an Hermès scarf sold on eBay to generate some quick cash. But soon the resourceful Michael discovered the truth about the waiting list and figured out the secret to getting Hermès to part with one of these precious bags. Millions of dollars worth of Birkins later, Michael

had become one of eBay's most successful entrepreneurs—and a Robin Hood to thousands of desperate rich women. With down-to-earth wit, Michael chronicles the unusual ventures that took him to nearly every continent, from eBay to Paris auction house and into the lives of celebrities and poseurs. Flirting with danger, Michael recounts the heady rush of hand delivering his first big score to famed songwriter Carole Bayer Sager in Paris; how he had to hire thugs to rescue a bag that one of his "shoppers" held for ransom; and the story of the Oscar-worthy performances that allowed him to snag "reserved" bags from other, less dogged Birkin seekers. Whether he's relating his wining and dining, buying and selling, dodging and weaving, laughing and crying, or schmoozing and stammering, Michael is a master raconteur who weaves together tales of hunting Birkins in the world's most posh locales, memories of meals that would make any gastronome salivate, anecdotes of obsessed collectors with insatiable desires, and sweetly intimate stories about his family, friends, and finding true love. The result is a memoir that is distinctive, fun, page-turning, and as addictive as its namesake.

#### A Good Long Drive Crown

Cartier epitomizes creativity and individuality in jewelry design. The 175 objects featured in this book exemplify Cartier's inimitable talent and represent milestones in twentieth-century design. These archetypes of excellence are important benchmarks in the history of world jewelry, and their relevance continues into the twenty-first century. The jeweled objects in this book are reproduced at actual size, and are accompanied by illustrations and detailed descriptions from Cartier's vast archives in London, New York, and Paris.

Six essays cover a broad range of topics from Cartier's colorful history, including the influence of the Ballets Russes on Cartier's forward-looking designs of 1910, the jeweler's extraordinary technical and design prowess, and the important clients and collectors who wore Cartier's most exquisite creations. This book features ingenious pieces that reveal how Cartier—by setting new aesthetic, ornamental, technical, and stylistic trends—is a pioneer in the field of jewelry design. This catalog is an important reference for collectors, and includes previously unpublished photographs.

The Smithsonian National Gem Collection—Unearthed Rizzoli Publications

From the internationally bestselling author of *The Etymologicon*, a lively and fascinating exploration of how, throughout history, each civilization has found a way to celebrate, or to control, the eternal human drive to get sloshed "An entertaining bar hop through the past 10,000 years."—*The New York Times Book Review* Almost every culture on earth has drink, and where there's drink there's drunkenness. But in every age and in every place drunkenness is a little bit different. It can be religious, it can be sexual, it can be the duty of kings or the relief of peasants. It can be an offering to the ancestors, or a way of marking the end of a day's work. It can send you to sleep, or send you into battle. Making stops all over the world, *A Short History of Drunkenness* traces humankind's love affair with booze from our primate ancestors through to the twentieth century, answering every possible question along the way: What did people drink? How much? Who did the drinking? Of the many possible reasons, why? On the way, learn about the Neolithic

Shamans, who drank to communicate with the spirit world (no pun intended), marvel at how Greeks got giddy and Sumerians got sauced, and find out how bars in the Wild West were never quite like in the movies. This is a history of the world at its inebriated best.

Stoned Crown Archetype

Celebrating the centennial anniversary of the iconic Tank watch, which revolutionized the art of watchmaking. The Tank watch is one of Cartier's greatest masterpieces; this volume celebrates its 100-year legacy.

House of Versace Random House Trade Paperbacks

In *The Heartland*, Kristin L. Hoganson drills deep into the centre of the country, only to find a global story in the resulting core sample. Deftly navigating the disconnect between history and myth, she tracks both the backstory of this region and the evolution of the idea of an unalloyed heart at the centre of the land. A provocative and highly original work of historical scholarship, *The Heartland* speaks volumes about pressing preoccupations, among them identity and community, immigration and trade, and security and global power.

Cartier in the 20th Century Ballantine Books

"[A] joyously peculiar book." -- *The New York Times* 'Bjarnason's intriguing book might be about a cold place, but it's tailor-made to be read on the beach.'

—*New Statesman* The untold story of how one tiny island in the middle of the Atlantic has shaped the world for centuries. The history of Iceland began 1,200 years ago, when a frustrated Viking captain and his useless navigator ran aground in the middle of the North Atlantic. Suddenly, the island was no longer just a layover for the Arctic tern.

Instead, it became a nation whose diplomats and musicians, sailors and soldiers, volcanoes and flowers, quietly altered the globe forever. How Iceland Changed the World takes readers on a tour of history, showing them how Iceland played a pivotal role in events as diverse as the French Revolution, the Moon Landing, and the foundation of Israel. Again and again, one humble nation has found itself at the frontline of historic events, shaping the world as we know it, How Iceland Changed the World paints a lively picture of just how it all happened.

Sneakers Random House

"Silently stalking its way through Cartier iconography for a century, the Panther is the proud leader of the pack of precious animals that make up the famous Cartier menagerie. Cartier Panthère illustrates the panther throughout art history and popular culture, chronicles the creative evolution and technical expertise behind Cartier's exquisite Panther jewelry, and recounts anecdotes of legendary Cartier personalities and patrons from Jeanne Toussaint and Daisy Fellowes to Maria Félix and the Duchess of Windsor. Featuring stunning imagery, including rarely seen preparatory drawings from the Cartier archives and the most recent haute joaillerie creations unveiled at the 2014 Biennale des Antiquaires in Paris, this beautiful volume is the definitive collection of 100 years of Cartier Panther jewels"--Publisher's description.

The Beauty of the 'Burst Crown Currency NATIONAL BESTSELLER • At once an incredible adventure narrative and a penetrating biographical portrait—the bestselling author of *River of the Gods* brings us the true story of Theodore Roosevelt's harrowing exploration of one of the most dangerous rivers on earth. "A rich, dramatic tale that ranges from

the personal to the literally earth-shaking." —The New York Times *The River of Doubt*—it is a black, uncharted tributary of the Amazon that snakes through one of the most treacherous jungles in the world. Indians armed with poison-tipped arrows haunt its shadows; piranhas glide through its waters; boulder-strewn rapids turn the river into a roiling cauldron. After his humiliating election defeat in 1912, Roosevelt set his sights on the most punishing physical challenge he could find, the first descent of an unmapped, rapids-choked tributary of the Amazon. Together with his son Kermit and Brazil's most famous explorer, Cândido Mariano da Silva Rondon, Roosevelt accomplished a feat so great that many at the time refused to believe it. In the process, he changed the map of the western hemisphere forever. Along the way, Roosevelt and his men faced an unbelievable series of hardships, losing their canoes and supplies to punishing whitewater rapids, and enduring starvation, Indian attack, disease, drowning, and a murder within their own ranks. Three men died, and Roosevelt was brought to the brink of suicide. *The River of Doubt* brings alive these extraordinary events in a powerful nonfiction narrative thriller that happens to feature one of the most famous Americans who ever lived. From the soaring beauty of the Amazon rain forest to the darkest night of Theodore Roosevelt's life, here is Candice Millard's dazzling debut. Look for Candice Millard's latest book, *River of the Gods*. Cursed Objects Ballantine Books Throughout history, precious stones have inspired passions and poetry, quests and curses, sacred writings and unsacred actions. In this scintillating book, journalist Victoria Finlay embarks on her own globe-circling search for the

real stories behind some of the gems we prize most. Blending adventure travel, geology, exciting new research, and her own irresistible charm, Finlay has fashioned a treasure hunt for some of the most valuable, glamorous, and mysterious substances on earth. With the same intense curiosity and narrative flair she displayed in her widely-praised book *Color*, Finlay journeys from the underground opal churches of outback Australia to the once pearl-rich rivers of Scotland; from the peridot mines on an Apache reservation in Arizona to the remote ruby mines in the mountains of northern Burma. She risks confronting scorpions to crawl through Cleopatra's long-deserted emerald mines, tries her hand at gem cutting in the dusty Sri Lankan city where Marco Polo bartered for sapphires, and investigates a rumor that fifty years ago most of the world's amber was mined by prisoners in a Soviet gulag. *Jewels* is a unique and often exhilarating voyage through history, across cultures, deep into the earth's mantle, and up to the glittering heights of fame, power, and wealth. From the fabled curse of the Hope Diamond, to the disturbing truths about how pearls are cultured, to the peasants who were once executed for carrying amber to the centuries-old quest by magicians and scientists to make a perfect diamond, *Jewels* tells dazzling stories with a wonderment and brilliance truly worthy of its subjects.

[The Housewives](#) Quirk Books

Versace. The very name conjures up images of outrageous glamour and bold sexuality, opulence and daring. All of course true, but only half the story. Versace is also the legacy of a great creative genius from a poor, backward part of southern Italy who transformed the fashion world through his intuitive

understanding of both women and how a changing culture influenced the way they wanted to dress. The first book in English about the legendary designer, *House of Versace* shows how Gianni Versace, with his flamboyant sister Donatella at his side, combined his virtuosic talent and extraordinary ambition to almost single-handedly create the celebrity culture we take for granted today. Gianni Versace was at the height of his creative powers when he was murdered in Miami Beach. The story was front page news around the world and the manhunt for his killer a media obsession. His beloved sister Donatella demanded no less than a funeral befitting an assassinated head-of-state to be held in Milan's magnificent cathedral. In what was the ultimate fashion show, the world's rich and beautiful – Princess Dianna, Elton John, Carla Bruni, Naomi Campbell, Carolyn Bessette-Kennedy, Anna Wintour and others – gathered to mourn a man already considered one of fashion's great pioneers. Deborah Ball, a long-time Milan correspondent for *The Wall Street Journal*, conducted hundreds of interviews with Versace family members, Gianni Versace's lovers and business rivals, models such as Naomi Campbell whom he helped shoot to international stardom and fashion industry icons, including Anna Wintour, the legendary editor of *Vogue*. Ball vividly recounts the behind-the-scenes struggles – both creative and business – of Donatella as she stepped out of her brother's long shadow and took control of the House of Versace. The book offers the first inside look at the enormous challenges Donatella faced in living up to Gianni's genius, her struggle with a drug habit, her battles with her brother Santo and the mystery of why Gianni left control of



his house to Donatella's young daughter, Allegra. *House of Versace* is a compelling, highly readable tale of rise from obscurity, a painful fall and ultimate redemption as the Versace empire returned to health - for now. Bringing together fashion, celebrity, business drama, jet-set lifestyles, and a notorious crime, *House of Versace* is an old-fashioned page-turner about a subject of enduring fascination.

*Afterlives* University of Texas Press  
 In this exciting adventure mixed with amazing scientific study, a young, exuberant explorer and geoscientist journeys deep into the Amazon—where rivers boil and legends come to life. When Andrés Ruzo was just a small boy in Peru, his grandfather told him the story of a mysterious legend: There is a river, deep in the Amazon, which boils as if a fire burns below it. Twelve years later, Ruzo—now a geoscientist—hears his aunt mention that she herself had visited this strange river. Determined to discover if the boiling river is real, Ruzo sets out on a journey deep into the Amazon. What he finds astounds him: In this long, wide, and winding river, the waters run so hot that locals brew tea in them; small animals that fall in are instantly cooked. As he studies the river, Ruzo faces challenges more complex than he had ever imaged. *The Boiling River* follows this young explorer as he navigates a tangle of competing interests—local shamans, illegal cattle farmers and loggers, and oil companies. This true account reads like a modern-day adventure, complete with extraordinary characters, captivating plot twists, and jaw-dropping details—including stunning photographs and a never-before-published account about this incredible natural wonder. Ultimately, though, *The Boiling River* is

about a man trying to understand the moral obligation that comes with scientific discovery—to protect a sacred site from misuse, neglect, and even from his own discovery.

**Cartier: Innovation Through the 20th Century** Rizzoli Publications

In this New York Times bestseller, the White House chief usher for nearly three decades offers a behind-the-scenes look at America's first families. J. B. West, chief usher of the White House, directed the operations and maintenance of 1600 Pennsylvania Avenue—and coordinated its daily life—at the request of the president and his family. He directed state functions; planned parties, weddings and funerals, gardens and playgrounds, and extensive renovations; and, with a large staff, supervised every activity in the presidential home. For twenty-eight years, first as assistant to the chief usher, then as chief usher, he witnessed national crises and triumphs, and interacted daily with six consecutive presidents and first ladies, as well as their parents, children and grandchildren, and houseguests—including friends, relatives, and heads of state. J. B. West, whom Jackie Kennedy called “one of the most extraordinary men I have ever met,” provides an absorbing, one-of-a-kind history of life among the first ladies. *Alive* with anecdotes ranging from Eleanor Roosevelt's fascinating political strategies to Jackie Kennedy's tragic loss and the personal struggles of Pat Nixon, *Upstairs at the White House* is a rich account of a slice of American history that usually remains behind closed doors.

**Bringing Home the Birkin** Anchor

The scandals, mysteries, and human stories behind the world's greatest gems are brought to life by the curator of the

Smithsonian's National Gem Collection Dr. Jeffrey E. Post, curator of the National Gem Collection for more than 25 years, separates fact from fiction in an all-new and original book, revealing fresh information and regaling the reader with anecdotes and tales of some of the world's greatest and most famous gemstones. Dr. Post is the author of the now out-of-print book *The National Gem Collection* (Abrams, 1997), which has sold more than 50,000 copies. In this brand-new book, he tells the stories of the Smithsonian's most famous gems, including the Hope Diamond, Star of Asia Sapphire, Carmen Lucia Ruby, Hooker Emerald, and Blue Heart Diamond—and also presents the tales, details, and fascinating facts surrounding rarely displayed gems from the Smithsonian vault and additions made to the collection since 1997. Not only a resource for learning about rare and beautiful gems, the book also presents the stories of the people who once owned or were associated with these jewels—from ordinary people to kings, emperors, maharajas, celebrities, and captains of industry.

**Barbie and Ruth** Rizzoli Publications  
 Before New York City was the Big Apple, it could have been called the Big Oyster. Now award-winning author Mark Kurlansky tells the remarkable story of New York by following the trajectory of one of its most fascinating inhabitants—the oyster, whose influence on the great metropolis remains unparalleled. For centuries New York was famous for its oysters, which until the early 1900s played such a dominant a role in the city's economy, gastronomy, and ecology that the abundant bivalves were Gotham's most celebrated export, a staple food for the wealthy, the poor, and tourists alike, and the primary

natural defense against pollution for the city's congested waterways. Filled with cultural, historical, and culinary insight—along with historic recipes, maps, drawings, and photos—this dynamic narrative sweeps readers from the island hunting ground of the Lenape Indians to the death of the oyster beds and the rise of America's environmentalist movement, from the oyster cellars of the rough-and-tumble Five Points slums to Manhattan's Gilded Age dining chambers. Kurlansky brings characters vividly to life while recounting dramatic incidents that changed the course of New York history. Here are the stories behind Peter Stuyvesant's peg leg and Robert Fulton's "Folly"; the oyster merchant and pioneering African American leader Thomas Downing; the birth of the business lunch at Delmonico's; early feminist Fanny Fern, one of the highest-paid newspaper writers in the city; even "Diamond" Jim Brady, who we discover was not the gourmand of popular legend. With *The Big Oyster*, Mark Kurlansky serves up history at its most engrossing, entertaining, and delicious.

**A Short History of Drunkenness**  
 Penguin

A sumptuous exploration of the ways in which the Islamic arts have inspired the famous jewelry house Cartier, this book accompanies a major exhibition at the Musée des Arts Decoratifs, Paris, and the Dallas Museum of Art. Louis Cartier (1875–1942), the grandson of Cartier founder Louis-François, was an impassioned collector and patron of the arts. He was particularly entranced by Islamic arts, especially Persian book arts: their geometric shapes, color combinations, and motifs are apparent in Cartier jewelry to this day. Louis's younger brother Jacques—an expert in



precious stones—traveled to India and the Persian Gulf in 1911 and 1912 to experience the culture and bring home treasures of the Middle East: natural pearls. This was the pivotal moment when the dialogue between these two worlds opened up, eventually blossoming into a beautiful relationship that has lasted for decades. Published to accompany a major exhibition at the Musée des Arts Decoratifs in Paris and the Dallas Museum of Art, *Cartier and Islamic Arts* delves into the Cartier archives to trace the story of Louis Cartier's love of Islamic art and the ways in which he incorporated the Islamic world's stylized motifs into Cartier's jewelry. Dazzling photographs are accompanied by in-depth texts from a raft of distinguished scholars of both Islam and the decorative arts.

*The Inspiring Story of Takahashi Bird Pins* Abrams

The gripping family drama—and never-before-told love story—surrounding the rise and fall of the late Aldo Gucci, the man responsible for making the legendary fashion label the powerhouse it is today, as told by his daughter. Patricia Gucci was born a secret: the lovechild whose birth could have spelled ruination for her father, Aldo Gucci. It was the early 1960s, the halcyon days for Gucci—the must-have brand of Hollywood and royalty—but also a time when having a child out of wedlock was illegal in Italy. Aldo couldn't afford a public scandal, nor could he resist his feelings for Patricia's mother, Bruna, the paramour he met when she worked in the first Gucci store in Rome. To avoid controversy, he sent Bruna to London after she became pregnant, and then discretely whisked her back to Rome with her newborn hidden from the Italian authorities, the media, and the Gucci

family. *In the Name of Gucci* charts the untold love story of Patricia's parents, relying on the author's own memories, a collection of love letters and interviews with her mother, as well as an archive of previously unseen photos. She interweaves her parents' tempestuous narrative with that of her own relationship with her father—from an isolated little girl who lived in the shadows for the best part of a decade through her rise as Gucci's spokesperson and Aldo's youngest protégé, to the moment when Aldo's three sons were shunned after betraying him in a notorious coup and Patricia—once considered a guilty secret—was made his sole universal heir. It is an epic tale of love and loss, treason and loyalty, sweeping across Italy, England and America during the most tumultuous period of Gucci's sixty years as a family business.

*Cartier Panthere* Harper Collins

From modest beginnings in Paris to predominance in the world of high fashion, the rise of the house of Cartier is comprehensively chronicled in this lavish volume. In the 1980s Cartier granted Hans Nadelhoffer exclusive access to its archives in order to write the definitive history. Long out of print, Nadelhoffer's exhaustive research has been revived with lush new photography and design sketches of the world's most distinctive and finely crafted jewelry. Through charming and compelling anecdotes, these famed gems and the elite clientele who don them are brought to life. This fully illustrated account is the essential complement to any jewelry lover's collection, and will satisfy the longings of all those who covet this legendary brand.

*The Cartiers* Anchor Canada

As long as men and women dream, the

luxury market will flourish, says North American Ferrari's Gian Luigi Longinotti-Buitoni. Today, when more people than ever have the opportunity to become wealthy, and when technological advances help reduce the cost of 'physical maintenance', freeing consumers to spend proportionately less money on satisfying basic needs and more on fulfilling their dreams, the luxury market is no longer marginal. Buitoni, a man who speaks with great authority about the business of selling dreams, demonstrates how entrepreneurs and managers from all fields of business can learn a great deal

from those who market products and services that ardently appeal to a customer's imagination and desires. In *SELLING DREAMS*, Buitoni explains his concept of 'dreamketing', where brand management is elevated to an art form, requiring artists, market sociologists, and executives to conjure up images that take hold in the consumer's collective consciousness and to attract interest in products and services that will set tomorrow's trends. His practical, step-by-step marketing plans are easily adaptable, and they will appeal to anyone who wants to stay ahead of the competition.