



*Cartier*

## **PRESS RELEASE**

### **Cartier to exhibit the “Women’s Pavilion” at Expo 2025 Osaka, Kansai, Japan**

**Geneva, 26 September 2022** - We are pleased to announce that Cartier has been selected by the committee of the Japan Association for the 2025 World Exposition, to present the “Women’s Pavilion” at Expo 2025 Osaka, Kansai, Japan.

Cartier was invited to be a candidate for the “Women’s Pavilion” at Expo 2025 in light of the Maison’s long-standing commitment in women empowerment through the Cartier Women’s Initiative and other targeted corporate and philanthropic programs as illustrated by the outstanding success of the Women’s Pavilion at Expo 2020 Dubai.

With a proposal that clearly met the objectives set by the Japanese government, to contribute to the achievement of the Sustainable Development Goals (SDGs), Cartier’s winning project included innovative and compelling proposals such as the reuse of building materials at the Expo 2020.

*“We are thrilled to continue our journey to support women empowerment and gender equality across the globe, through meaningful partnerships with the World Expos”,* said Cyrille Vigneron, President and CEO of Cartier. *“With the Women’s Pavilion at Expo 2025 Osaka, Kansai, Japan, we aim at providing a global platform to recognize the impact of women and their influence on our society, as well as to empower global citizens to create a better future for the next generations.”*

The Women’s Pavilion’s name and details will be revealed after the consultation with the Japan Association for the 2025 World Exposition and the Japanese government.

#### **About Expo 2025 Osaka, Kansai, Japan**

Expo 2025 Osaka, Kansai, Japan will bring together millions of people for The World’s Greatest Show, celebrating human brilliance and achievement under the theme ‘*Designing Future Society for Our Lives*’. The six months from April 13 to October 13, 2025 will be a moment in time to be part of an unparalleled event. 28.2 million visits are expected.

#### **About Cartier**

A reference in the world of luxury, Cartier, whose name is synonymous with open-mindedness and curiosity, stands out with its creations and reveals beauty wherever it may be found. Jewellery, fine jewellery, watchmaking and fragrances, leather goods and accessories: Cartier's creations symbolize the convergence between exceptional craftsmanship and a timeless signature.

Today, Cartier is part of the Richemont Group and has a worldwide presence through its network of flagships and boutiques, authorized retail partners, and online.

[www.cartier.com](http://www.cartier.com)