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PRESS RELEASE

**Cartier, ESCP and HEC Paris kick off new research Chair:
"Turning Points - Aspiration to Inspiration"**

Cartier brings together for the first time two leading business schools to advance research on emerging business and societal challenges.

The ambition of this Chair is to share a research culture to inspire a unique organisation to tackle current and future turning points in its business practice and societal impact.

"Turning Points - Aspiration to Inspiration" will be co-directed by ESCP and HEC Paris Professors Ben Voyer and Anne Laure Sellier.

This chair is a unique example of a win-win partnership, with two of the leading business schools in Europe joining forces and offering their complementary research expertise, cultural reach, and distinct programmes offering to seal a partnership of a new kind.

It marks an unprecedented collaboration of this scale between two of France's leading Business Schools and the Maison Cartier.

The Chair will deal with research questions raised by current turning points such as sustainability, new relations to consumption, generation Z behaviours, as well as preparing for upcoming challenges. It will open the door to exciting debates that will nourish, inspire and enlighten the communities of both students and managers.

Beyond its academic research focus, enabling the chair-holders to conduct cutting-edge academic research in their area of expertise, the Turning Points chair will provide a learning lab for Cartier and the two school's student ecosystems, by:

- Providing food for thought and inspirational learnings to Cartier community worldwide
- Engaging in a dialogue through live case studies, to capture different cultural and generational perspective on specific business and societal issues
- Creating an observatory of generational and cultural changes, with the help of a student team of community managers
- Capturing best practices on sustainability with the writing of a case study at Cartier, highlighting and challenges ahead

Cyrille Vigneron, President and CEO, Cartier

"Research and education play a fundamental role in helping change existing practices and models within the luxury sector. As an international luxury Maison, we remain committed to actively support those who are addressing these challenges to inspire the next generation", says Cyrille Vigneron, President and CEO of Cartier International. "This means further fostering dialogues between business and education, for a concrete and durable impact."

Prof. Ben Voyer at ESCP, co-chair holder of the Turning Points chair declares "Cartier has a unique culture and heritage that makes it stand out among other craftsmanship-focused Maisons. Having the opportunity to inspire such a distinctive Maison is a privilege. I look forward to fostering creative discussions with Cartier employees around the world, sharing cutting-edge academic research and insights, and bringing a different take on current business and societal issues, from sustainability to circular consumption and from cultural to generational differences".

Prof. Anne Laure Sellier at HEC Paris, co-chair holder of the Turning Points Chair adds "With its remarkable culture, leadership and resources, Cartier has the best ingredients to continue developing as a magnificent organization in terms of its societal impact, beyond its business activity. My hope is that the Chair will provide yet another lens to Cartier employees, through which to view the social world a little differently, exchange, and generate ideas and solutions to the challenges ahead."

A first Turning Points: sustainability

One of the first research projects the chair-holders will launch is a reflection on the words and language used to discuss sustainability, which is, arguably, one of the most pressing turning points societies are facing. Following the launch of the Chair, a challenge will be initiated to collect data on the words that are used in French by businesswomen and businessmen to talk about sustainability and human actions related to it, and to capture how the complexity of the word "sustainability" in English is translated into French.

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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, the Maison has a worldwide presence through its 265 boutiques.

www.cartier.com

Twitter : @Cartier

ABOUT ESCP BUSINESS SCHOOL

ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management. Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way.

This conviction and ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.

Every year, ESCP welcomes 7100 students and 5000 managers from 120 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

It all starts here.

Website: www.escp.eu / follow us on Twitter: @ESCP_BS

ABOUT HEC Paris

Specializing in education and research in management sciences, HEC Paris offers a complete and unique range of academic programs for the leaders of tomorrow: the Grande Ecole program, Specialized Masters and MSc, Summer School programs, the MBA, Executive MBA and TRIUM Global Executive MBA

programs, the Ph.D. program and a wide range of programs for executives and managers. Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris has a full-time faculty of 140 professors, 4,500 students and 8,000 managers in executive education programs every year.