

Cartier cufflinks

£1,450



Description

A pair of Cartier 18ct gold cufflinks, probably made for Viscount Rothermere, circa 1930, each 13 mm circular reeded terminal bearing a viscount's coronet over the initial R, joined by chain links. Presented in their original Cartier box.

Harold Sidney Harmsworth, 1st Viscount Rothermere (1868-1940), was a powerful newspaper proprietor and politician. With his elder brother, Alfred Harmsworth, later Lord Northcliffe, he helped build one of Britain's most influential press empires, including the Daily Mail and Daily Mirror.

Created Viscount Rothermere in 1919, he also served briefly as Secretary of State for Air during the First World War. Rothermere used his newspapers to campaign vigorously on political and national issues, making him a controversial but formidable public figure.

His wealth, social connections and control of mass-circulation newspapers gave him extraordinary influence over British public opinion between the wars.

A collector and prominent society figure, Rothermere was also a client of Cartier during the glamorous inter-war years. His patronage is documented through surviving pieces, including a Cartier Tank Obus wristwatch presented by him to C. E. D. Lambe in 1929, and a gold Cartier cigarette case inscribed "Rothermere, Christmas 1930".

Such objects reflect both Rothermere's wealth and his taste for Cartier's modern luxury, making pieces associated with him especially appealing to collectors today.