

COMMERCE

‘Shgun’ actress Anna Sawai joins Cartier as ambassador

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The appointment follows the entertainer's win at the 76th Emmy Awards. Image courtesy of Richemont/Andie Jane

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French jewelry maison **Cartier** is naming a new brand representative.

Japanese actress and singer Anna Sawai is cementing her budding relationship with the company by becoming its latest ambassador. The appointment follows the entertainer's win at the 2024 Emmy Awards, recognized for her role as Toda Mariko in FX's historical drama series "Shgun."

Big swing

Ms. Sawai began her acting career in the mid-2000s at the age of 11, appearing in multiple films and television shows.

She took a break from the silver screen beginning in the early 2010s, joining two separate Japanese girl groups as a vocalist. In 2019, she returned to acting, featuring in major Hollywood blockbusters such as the action film *F9: The Fast Saga* and the British television series "Giri/Haji."

The talent began associating with Cartier in 2023, helping to unveil its "Nature Sauvage" high jewelry collection. Now, the pair are expanding their relationship.



Ms. Sawai has been active in the limelight for nearly 20 years. Image courtesy of Richemont/Andie Jane

"I am very proud to become a Cartier ambassador," said Ms. Sawai, in a statement.

"For me, the maison represents a world of creativity that constantly pushes the boundaries, exploring the beauty of savoir-faire and cultivating an original gaze on the world," she said. "Wearing these creations feels like stepping into a dream."

This month, Ms. Sawai became the first actress of Asian descent to win the lead actress in a drama series category at the Emmys, taking home a trophy for "Outstanding Lead Actress in a Drama Series" and contributing to the 18 total awards and 25 nominations received by "Shgun" following its first season. Global hospitality group Nobu promoted the show's premiere earlier this year ([see story](#)).