Richemont – South African trademarks

Updated 8 November 2026

Richemont is a Swiss luxury goods group with South African roots. Its maisons include Cartier, Van Cleef & Arpels, IWC Schaffhausen, Jaeger-LeCoultre, Montblanc and Chloé.

How Richemont has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#131
largest trademark owner in South Africa (of 121,626)

419
trademarks filed

6
different logos published since 2020

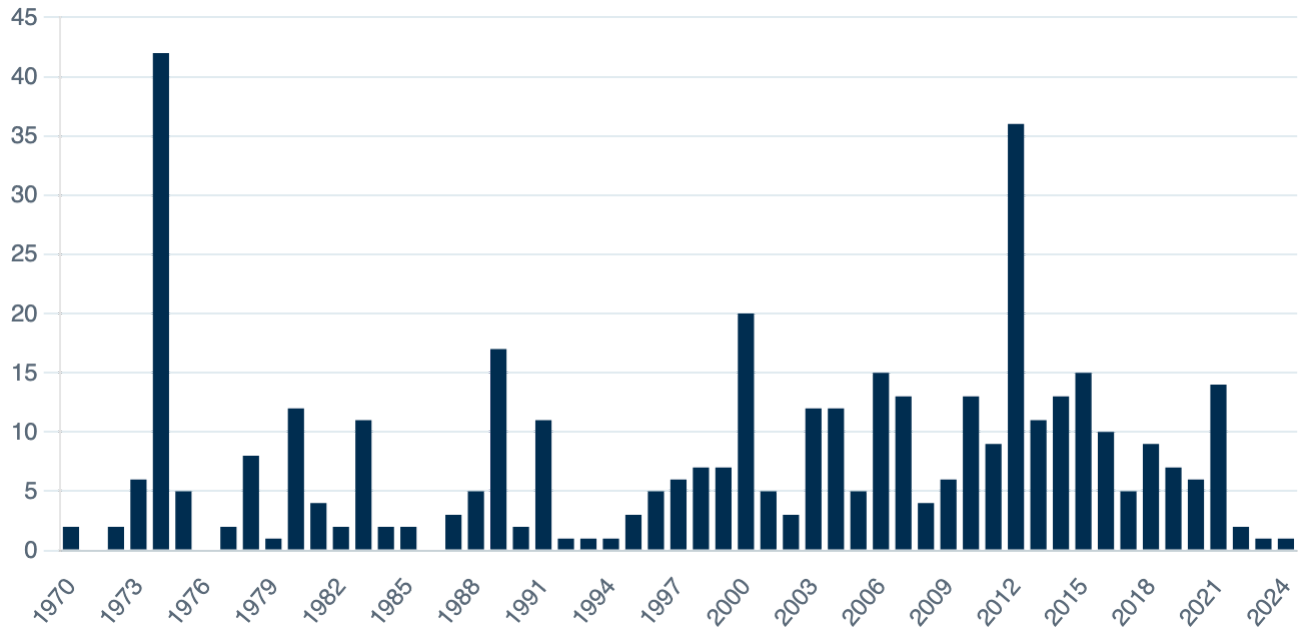
42
of 45 classes used

1968
first trademark filed

55
filed in the last 10 years

A portfolio built over time

Richemont filed its first South African trademark in 1968 and has filed 419 since; its busiest year was 1974, with 42 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

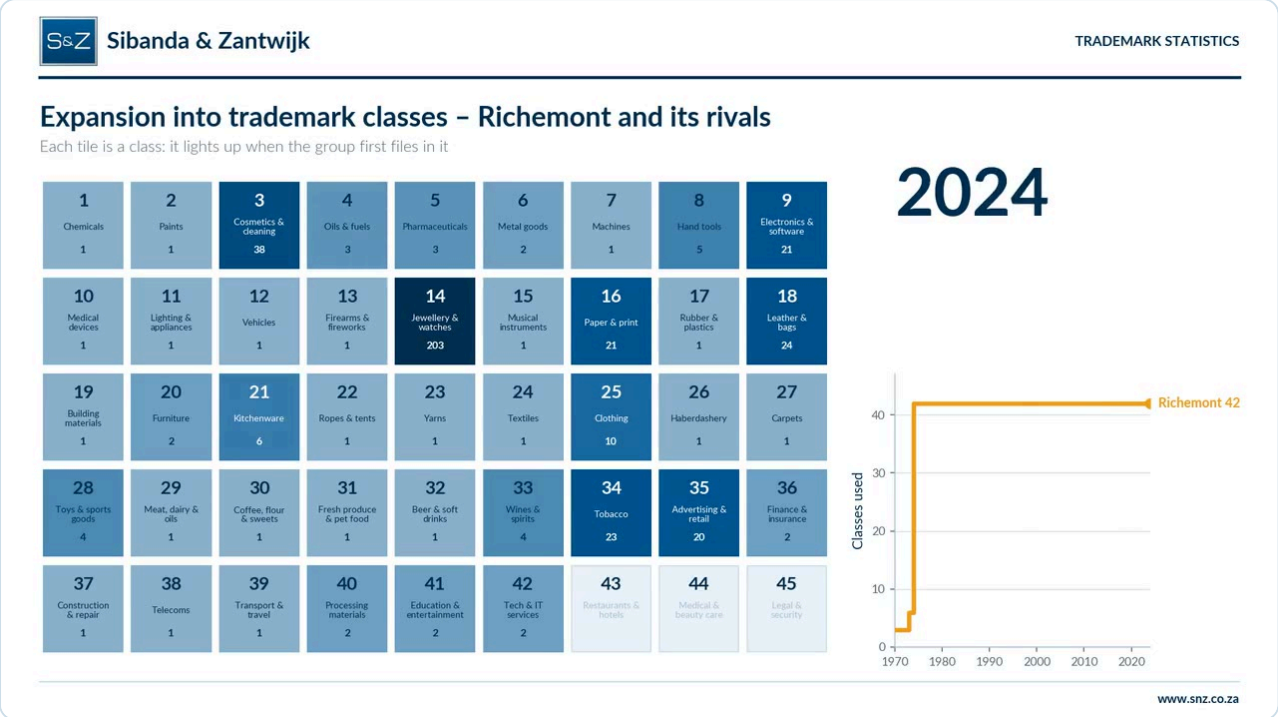
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Richemont	328	1968–2024
Cartier International	172	1974–2022
Richemont International SA Route	8	1977–2014

Where Richemont expanded its business

Trademark classes show what a business sells. Richemont's portfolio is concentrated in jewellery & watches (class 14), cosmetics & cleaning (class 3), leather & bags (class 18). Its most recent moves were into telecoms (1974), transport & travel (1974), fresh produce & pet food (1974).

Richemont trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/richemont-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
14 Jewellery & watches	203	48.4%	1968
3 Cosmetics & cleaning	38	9.1%	1970
18 Leather & bags	24	5.7%	1973
34 Tobacco	23	5.5%	1968
16 Paper & print	21	5.0%	1973
9 Electronics & software	21	5.0%	1974
35 Advertising & retail	20	4.8%	1974
25 Clothing	10	2.4%	1973

The brands Richemont protects most

The word marks and logo names Richemont has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	CARTIER PARIS	33	33	1974–1974
2	CARTIER	25	15	1968–2021
3	MUST DE CARTIER	12	12	1981–1987
4	SANTOS DE CARTIER	10	10	1980–1983
5	PIAGET	9	8	1970–1989
6	LA DONA DE CARTIER	6	6	2006–2006
7	PASHA	6	6	1988–1991
8	PANTHERE	5	5	1991–2013
9	VENDOME LOUIS CARTIER	5	4	1980–2021
10	BAUME & MERCIER	4	4	1989–1989
11	MUST	4	4	1972–1973
12	PANTHERE DE CARTIER	4	4	1984–2014
13	BALLON BLEU	3	3	2007–2007
14	BESTIAIRE	3	3	2006–2006
15	C DE CARTIER	3	3	2015–2015

Logos filed most often (since 2020)

4 filings · 4 classes

3 filings · 1 class



1 filing · 1 class



1 filing · 1 class

1 filing · 1 class



1 filing · 1 class

Richemont's logos

The 6 different logos Richemont has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

VENDÔME LOUIS CARTIER

4 classes

RIVIERES DE CARTIER INSOUCIANCE

1 class

1000 HOURS CONTROL

1 class

PANERAI ECOLOGICO

1 class

BEAUTÉS DU MONDE

1 class

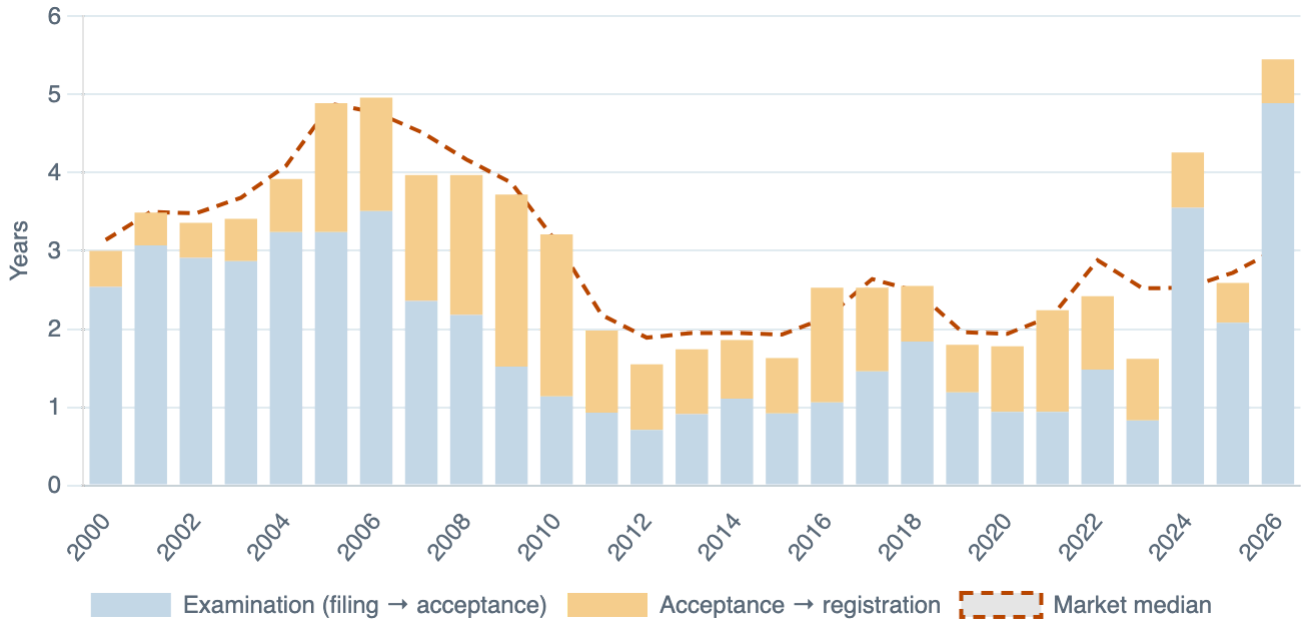
eLAB-ID

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Richemont's marks took a median of **2.3 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

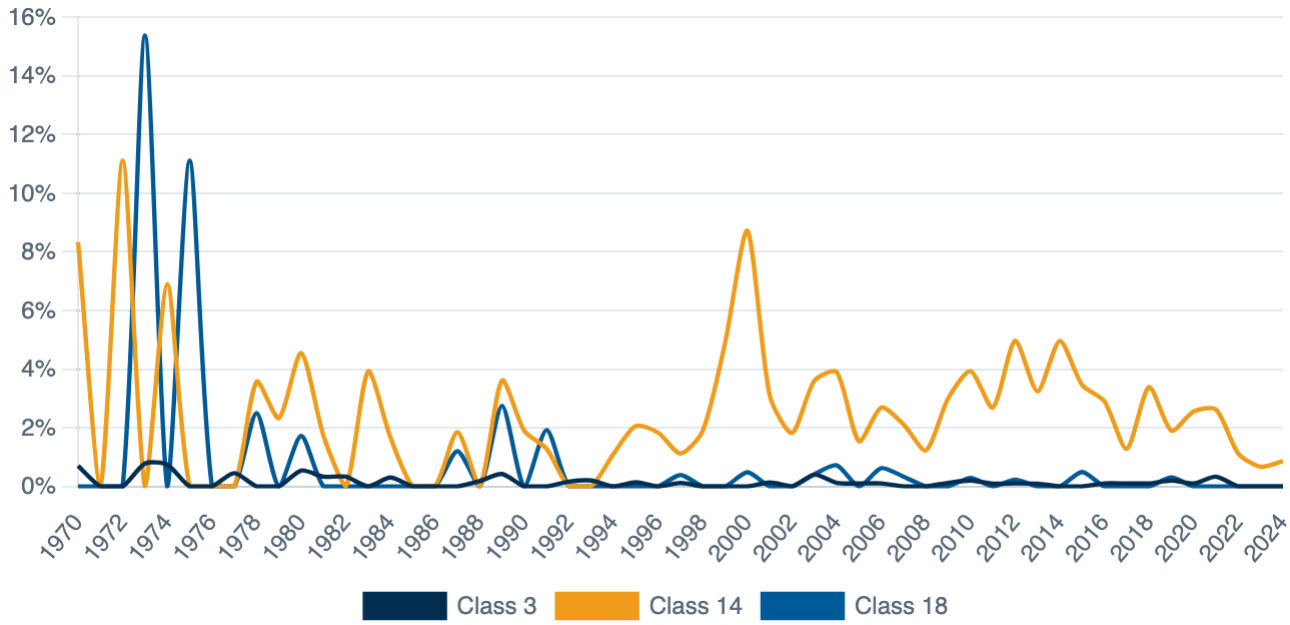


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Richemont's classes

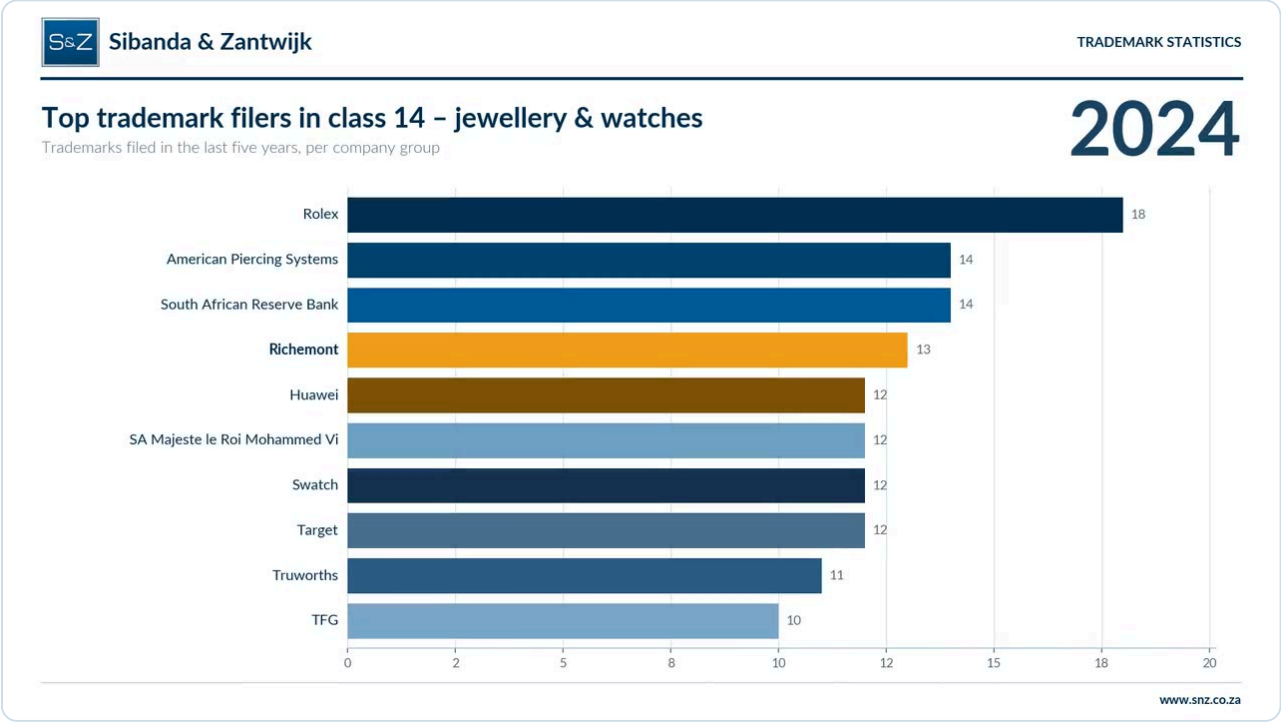
> Ranked by **number of trademarks filed in Richemont's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Richemont's market position, not who is most like it.

In the last five years, Richemont was #4 of 406 filers in class 14 (jewellery & watches), with 13 of 778 trademarks; #121 of 1,836 filers in class 3 (cosmetics & cleaning), with 4 of 3,958 trademarks.



Richemont's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 14 (jewellery & watches), South Africa 1975–2024: Richemont

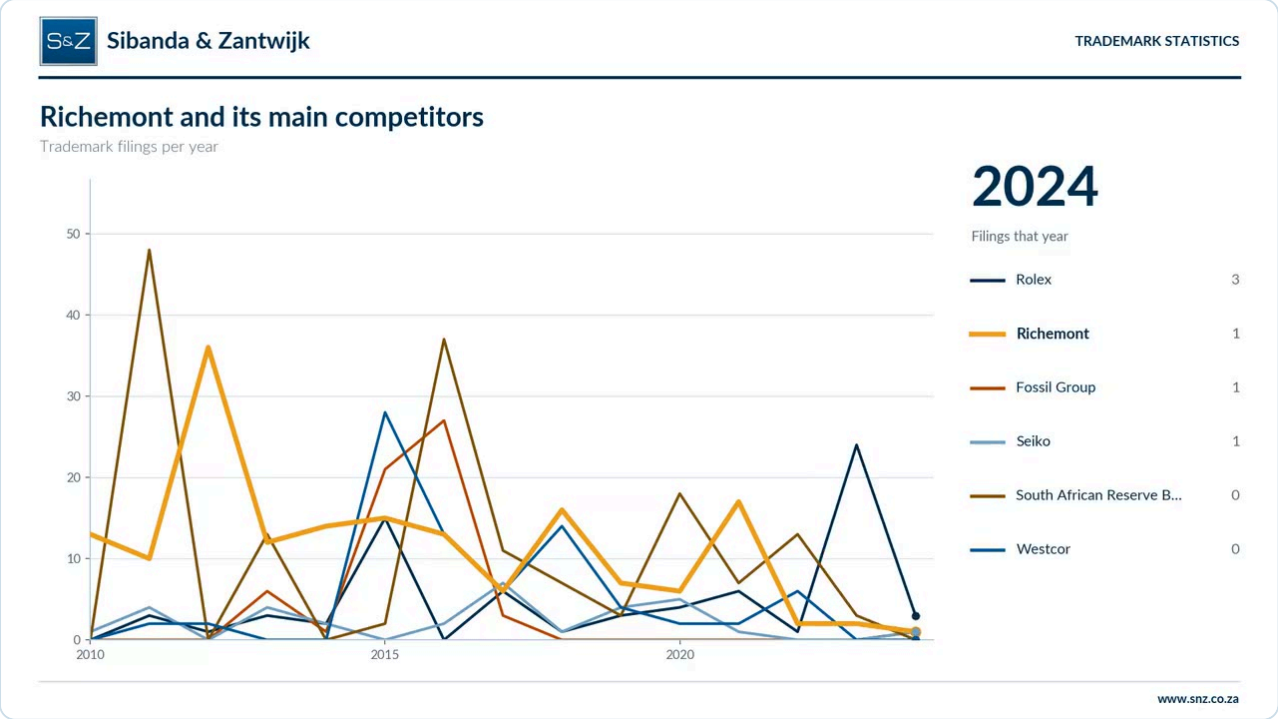


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/richemont-south-african-trademarks/class-14-race-video.html

Main competitors – the companies most like Richemont

> Ranked by **how similar their whole trademark portfolio is to Richemont's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Richemont trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/richemont-south-african-trademarks/competitors-video.html

Trademark filings per year: Richemont (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Rolex	–	73%
2	Fossil Group	–	70%
3	Seiko	–	69%
4	South African Reserve Bank	–	69%
5	Westcor	–	69%
6	Impala Platinum	–	69%
7	Qhubeka Charity	–	69%
8	De Beers UK	–	69%
9	TFG	–	68%
10	Tourvest	–	67%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Richemont – relevant export countries

South Africa exported **US$1.9 billion** of the goods Richemont's main classes cover in the last year – watches; bracelets; clocks; chronometers (class 14); cosmetics; perfumes; soaps; lotions (class 3); handbags; wallets; purses; briefcases (class 18); smokers' articles (class 34); paper; writing instruments; money clips; letter openers (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Richemont's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	United States of America	83	US$235 m	-1%	National	US$3,425
2	European Union	75	US$117 m	-1%	National	US$2,388
3	United Kingdom	67	US$37 m	-1%	National	US$1,371
4	Japan	64	US$42 m	+7%	National	US$1,774
5	Hong Kong SAR	60	US$7.8 m	+1%	National	US$1,715
6	Canada	58	US$7.7 m	-2%	National	US$2,192
7	Australia	58	US$13 m	+0%	National	US$2,380
8	United Arab Emirates	56	US$44 m	+14%	National	US$14,375
9	Singapore	56	US$11 m	-2%	National	US$2,144
10	Namibia	55	US$222 m	+7%	ARIPO	US$450

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	55	US$222 m	+7%	ARIPO	US$450 S&Z
2	Zimbabwe	52	US$176 m	-5%	ARIPO	US$450 S&Z
3	Botswana	50	US$178 m	-2%	ARIPO	US$450 S&Z
4	OAPI (17 states)	50	US$31 m	+1%	National	US$1,563 S&Z
5	Nigeria	49	US$9.7 m	-11%	National	US$1,015 S&Z
6	Malawi	48	US$52 m	+29%	ARIPO	US$450 S&Z
7	Mozambique	48	US$106 m	+1%	ARIPO	US$450 S&Z
8	Morocco	48	US$2.8 m	+7%	National	US$1,408
9	Eswatini	46	US$82 m	+2%	National	US$446
10	Egypt	46	US$4.4 m	-11%	National	US$2,278

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign

trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
CARTIER PARIS	33	US$6,699	US$6,734
CARTIER	15	US$3,045	US$3,410
MUST DE CARTIER	12	US$2,436	US$2,856
SANTOS DE CARTIER	10	US$2,030	US$2,487
PIAGET	8	US$1,624	US$2,117

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Richemont's five most-filed brands: word marks of **other companies** (not Richemont's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to CARTIER PARIS (class 3; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to CARTIER (classes 3, 14, 16, 18, 34; searched 2018-04-25 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to MUST DE CARTIER (classes 3, 14, 16, 18, 34; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to SANTOS DE CARTIER (classes 3, 14, 16, 18, 34; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to PIAGET (classes 3, 9, 14, 16, 18, 21, 25, 34; searched 2018-06-27 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they

are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a technology-first firm that manages trademarks – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management

Every renewal date in your portfolio tracked and paid online.

Competitor watch

Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

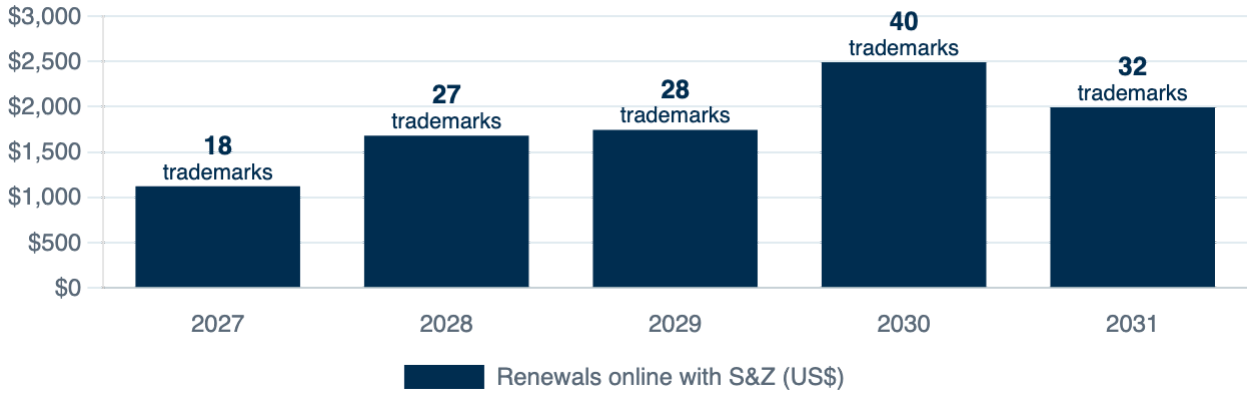
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Richemont's next five years of renewals

145 of Richemont's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$9,032 over the five years.



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