

Jon Hamm



Mad Men

Premieres Sunday, March 25, 9 p.m.

AMC
By Ken Tucker

ALWAYS INTENT on coming at you from angles you both expect and cannot predict, *Mad Men* offers a two-hour season premiere that commences with a muted tone, and then explodes in different directions. The episode, written by creator Matthew Weiner, begins and ends with faces not frequently seen on this show: black ones. The Sterling Cooper Draper Pryce ad-agency folks are drawn into the civil rights movement's fight for equal opportunity in surprising ways.

Although Vincent Kartheiser's Pete brays that he brings in more business than some of his more senior colleagues (oh, John Slattery, you make Roger such a marvelously petty yet funny man!), there's no doubt who's still the top dog. "Don, you're the big draw," says Pete, begging Jon Hamm's Draper to put in an appearance to seal a deal with a new client. It's flattery, but it's true: While Peggy (Elisabeth Moss) continues to be in charge of her presentations, signing off on others' work and making pitches to sack-suited sad-sack clients, she still looks to Don to back her up, to bestow praise, to validate her. In one of the premiere's most quietly amusing, wise moments, Peggy is irked by Don's agreeable reaction to a

STYLING: TIFFANY WHITE; HAIR: THERESA RIVERS; MAKEUP: LANA HOROCHOWSKI; SET DESIGN: ARIANA NAKATA/THE PARTOS AGENCY; SUIT: JANIE BRYANT

SPOILER ALERT

Photograph by MICHAEL MULLER

Heinz executive's dismissive criticism of her baked-bean campaign. Peggy remarks to a colleague that Don has changed in such a fundamental way that she—and, by extension, we—might worry about it.

Indeed, his new living arrangement has altered some of Don's characteristic responses at work: Is this the evolution of the hard-driving, go-getting, terse executive we've come to both admire and occasionally consider an SOB?

Some of the premiere centers on a milestone birthday for Draper. Megan (Jessica Paré) is now cozy enough with him that she can refer to him as an "old man" and Don doesn't flinch. Fluidly directed by Jennifer Getzinger, who also oversaw the superb season 4 episode "The Suitcase," the premiere—titled "A Little Kiss"—is shaped around a series of long, beautifully detailed set pieces. To tantalize you, I'll say there's a surprise party and a makeup-sex scene that will curl your toes as much as it does those of its participants.

After almost two years away, *Mad Men* isn't about to start sucking up to you for



(From left) Christina Hendricks, January Jones, and Elisabeth Moss

your affection. Like anyone working for Don Draper, you have to earn the rewards. It's time to dial back the cranked-up pace to which AMC has accustomed you with *Breaking Bad* and *The Walking Dead*, and get back into the languid groove that *Mad Men* insists upon. By the time Dusty Springfield rises up on the soundtrack, you'll be singing along with grateful assent: "You don't have to say you love me/Just be close at hand." It's great to have *Mad Men* close by again. **A-**

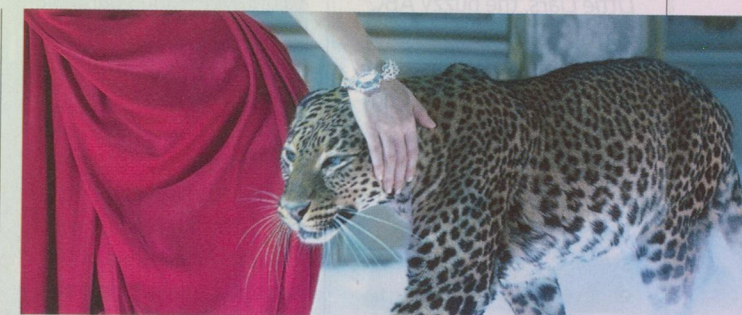
COMMERCIAL APPEAL

What's Up With That Epic Cartier Ad?

The jeweler's big-budget new ad features diamonds, a panther, and dragons. Here's how it came together—and what the heck it means. —NUZHAT NAOREEN

You may have seen Cartier's new ad. It's kind of hard to miss. A three-and-a-half-minute version, which sparked buzz when it aired on March 4 during *The Good Wife* and other shows, traces the brand's history via a globe-trotting panther, a golden dragon, and other images associated with Cartier. To pull it off, the company enlisted commercial director Bruno Aveillan, who spent three months shooting in locations like Paris and

Prague. The spot cost around \$5 million—and that's not including the price of airtime (a mere 30-second ad during *The Good Wife* goes for about \$137,000, according to *Ad Age*). Model Shalom Harlow also makes a cameo, though the panther's the star. "We didn't want to just use one girl," says Cartier International's director of communications, Corinne Delattre. "[The cat] symbolizes all the women in one animal."



The mini-film journeys through an array of exotic locations