

INTERNET

## Chanel offers tour of branded Parisian landmarks

September 18, 2014



*Coco Chanel walking past 31 Rue Cambon*

---

By SARAH JONES

French couturier Chanel is exploring its Parisian routes with the latest chapter of its “Inside Chanel” series.

**Sign up now**

**Luxury Daily**

“Paris by Chanel” takes consumers on a tour of the five locations in the city that are most important to the house, including the Grand Palais, where the runway shows are now held, and its atelier on Rue Cambon. Showing the spaces where important events in the brand have taken place helps to bridge the gap between the label’s past and present, while presenting Chanel as the most important Parisian brand.

"The places/spaces highlighted in the twelfth video of Inside Chanel puts emphasis on a journey that has yet to be completed – the spaces that created and continuously creates the house of Chanel, which is the essence of the entire video," Sebastian Jespersen, CEO and founder of [Vertic](#), New York.

"By visiting spaces as Rue Cambon, mentioned as 'synonymous with Chanel,' housing the design studio, her personal address, display studio of Karl Lagerfeld, etc., viewers get insight to the historical," he said.

"Fast forward, with the introduction of No. 4, 18 Place Vendôme, the house of Chanel jewelry, remodeled in 1997. Coco Chanel was known for her kind of rebellious spirit. She entered the "men's world" and created a business for herself.

"With this place, we are reminded that even though it has been more than 20 years since Coco Chanel passed, her name remains – her story lives on."

Mr. Jespersen is not affiliated with Chanel, but agreed to comment as an industry expert.

Chanel was unable to comment before press deadline.

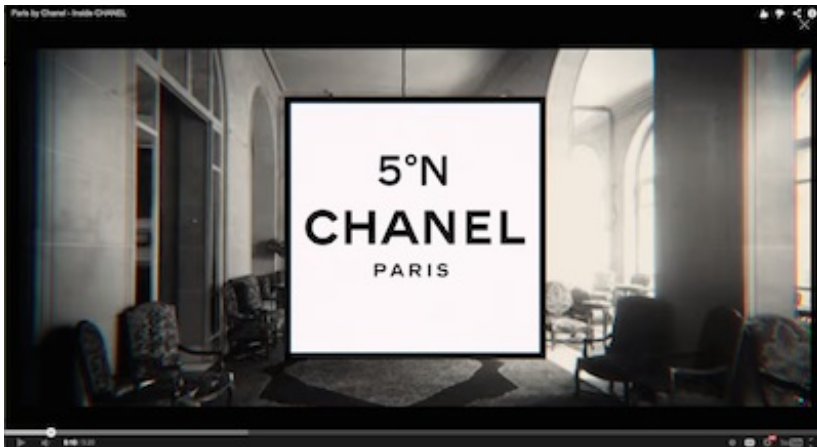
#### Interior inspiration

Chanel teased the video on social media one day before it was published on Sept. 17. Once it was posted, Chanel shared it on its Facebook, Twitter and YouTube channel as well as on its Inside Chanel microsite.

Embedded Video: <https://vine.co/v/OWZV0nXpuE3/embed/simple>

#### *Vine from Chanel*

At the beginning of the three-minute film, a voiceover explains that there will be five numbers explained, as the logo of its N°5 perfume appears to illustrate. These are explored through historic images as well as film footage both old and recent.



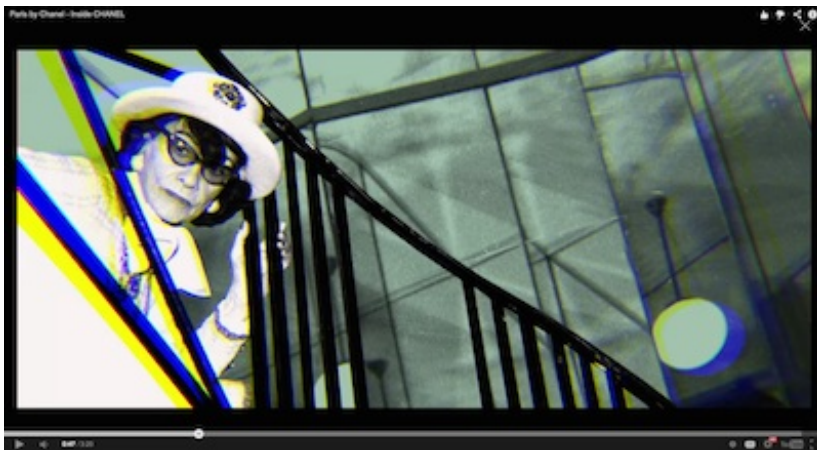
#### *Video still*

Number one is Rue Cambon, which houses a number of notable addresses. Number 21 is where Gabrielle Chanel opened her millinery shop in 1910, followed by expansion in 29, 25, 23, 27 and 19, where the label's current creative director Karl Lagerfeld presents his collections. On the same block, 31 houses salons and the atelier where clothing is sewn by tailors.



*Video still showing the atelier*

As the video plays, consumers are invited to sit on the steps in the upper floors where Coco Chanel would watch models parade below while out of sight. The voiceover explains that the designer installed mirrors on the walls to multiply her designs, as video footage from past and present shows that this feature has not changed over time.



*Video still*

Letting consumers know that they are gaining access into a secret world, the video explains that while the salon used to be the venue for runway shows of society faces, it is now reserved to haute couture and celebrity clients.

Number two is Ms. Chanel's apartment, which has been preserved as she left it, with the items explaining her inspirations. This apartment did not have a bedroom, and number three is the Ritz-Carlton, where she began living in 1937 and passed away in 1971.



### *Video still showing Coco Chanel's apartment*

Next 18 Place Vendôme is highlighted, where the label opened its fine jewelry boutique in 1997.

The final of the five is the Grand Palais, which the video explains is transformed for each runway show, whether turned into an ice flow, a French garden or a movie set-style copy of the brand's building on Rue Cambon.



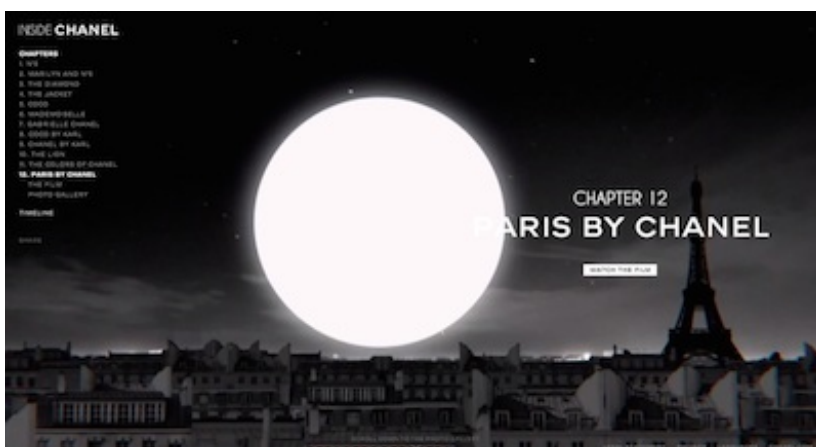
### *Video still showing Grand Palais*

At the end of the film, the voiceover tells consumers that with Mr. Lagerfeld at the helm, Paris will “remain eternally shining in Chanel.”

Embedded Video: [//www.youtube.com/embed/F3QAxtE1L20](https://www.youtube.com/embed/F3QAxtE1L20)

### *Paris by Chanel - Inside Chanel*

Below the video on the video on the microsite, Chanel included still photos of each place featured, giving consumers the chance to view the imagery in greater detail than the flashes that appeared during the video.



### *Inside Chanel microsite*

"The entire Inside Chanel campaign is introducing consumers to Chanel's brand heritage, how the house of Chanel was founded and became legendary," Mr. Jespersen said.

"The twelfth video of Inside Chanel brings emphasis on a journey that has yet to be completed – the spaces that created and continuously creates the House of Chanel, which

is the essence of the video and probably strategic direction of Inside Chanel: the evolution of Chanel," he said. "The brand sticks to its identity and heritage, but is fit for modern day.

"This story is also told by the video itself, combining historical elements and footage of the classic Paris and the story of Coco, with modern video of Karl Lagerfeld and digital elements."

### History lesson

This is Chanel's twelfth chapter of its "Inside Chanel" series, which explores different facets of brand heritage.

The previous video explored the personal inspiration behind Chanel's color codes, focusing on the shades that appear as a common theme throughout the label's fashion, accessories and beauty lines ([see story](#)).

Another gave consumers an inside look at its founder's spirit animal and inspiration, the lion.

The video, which shows a live lion, is chapter 10 in the brand's Inside Chanel Series, which examines different aspects of the label's heritage ([see story](#)).

Getting the brand enthusiasts to actively engage with the content will help to further spread awareness.

"Each of the videos from the Inside Chanel campaign have done an excellent job at allowing fashionistas and consumers to immerse themselves in the story behind the house of Chanel and the last video is a elegant closing to this," Mr. Jespersen said. "The story of Coco Chanel has been told, but the story of Chanel as a brand has only just begun.

"It definitely leaves consumers wanting more," he said. "They are eager to see the next revolution, which might increase overall consumer engagement, especially on social media.

"However, there are no social follow/share option buttons on the site and that is key for any awareness campaign and trying to amplify the brand. That is, if the strategic direction for the campaign is to integrate digitally share options should be further optimized by adding share calls-to-action."

### Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/B5NcOwELcjY](https://www.youtube.com/embed/B5NcOwELcjY)