

ADVERTISING

Chanel looks at past brand representatives for handbag campaign

January 27, 2015



Chanel Métiers d'Art ad campaign image with Kristen Stewart

By STAFF REPORTS

French fashion house Chanel is enlisting three women to share the spotlight as the faces of the upcoming advertising campaign for its handbags.

Sign up now

Luxury Daily

Kristen Stewart, Vanessa Paradis and Alice Dellal were hand-selected by the brand's creative director Karl Lagerfeld to represent Chanel. Choosing three well-established women from three different countries will likely spread the reach of the campaign.

Combining past

Ms. Stewart was previously tapped to star in Chanel's advertising campaign for its Métiers d'Art Paris-Dallas collection to further showcasing the U.S. inspiration behind the collection ([see story](#)).

A few months later, the fashion house furthered the campaign by taking consumers inside its photo shoot with actress Ms. Stewart to satisfy the desire for insider access ([see story](#)).

In 2012, Chanel used a mini-film shot by Karl Lagerfeld to build hype for its upcoming campaign for the Boy Chanel handbag collection.



Karl Lagerfeld with Ms. Dellal, Ms. Stewart and Ms. Paradis

The film, "My New Friend Boy," was shot using Ms. Dellal to debut the collection in the multichannel ad campaign. It was released on Chanel-News and on the brand's YouTube channel ([see story](#)).

Ms. Paradis has also had affiliations with Chanel. In July 2014, the musician held a concert event with the brand and has previously been the face of Chanel's handbags.

The compilation of these three Chanel girls will attract the attention of brand enthusiasts and fans of each woman.

Chanel plans to release the campaign in April 2015.

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.