

INTERNET

## Chanel hosts interactive gifting experience to help consumers find their match

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*Chanel N°5 Eau Première bottles*

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By STAFF REPORTS

French fashion house Chanel is curating Mother's Day present ideas with an experience found only on its own ecommerce site.

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From an email, consumers are invited to “give differently” via handpicked boxes based on four separate gifting styles. For consumers unsure of what their mother will like, this approach may help steer them in the right direction to find a good match.

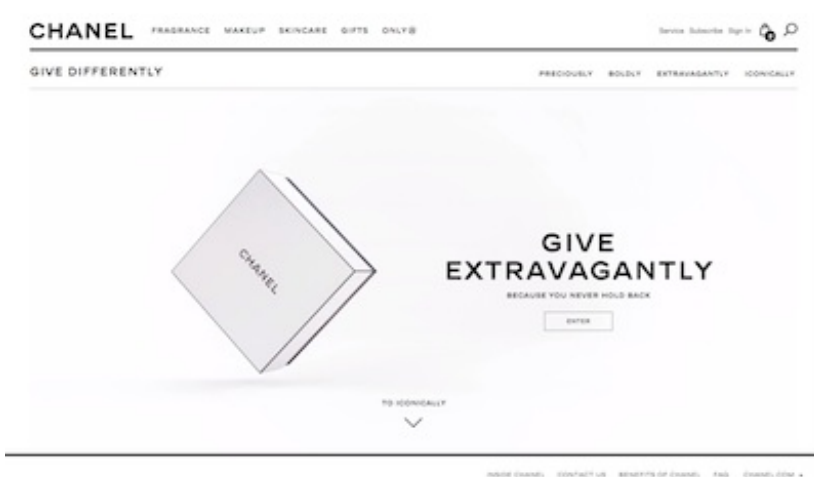
Take your pick

Chanel's email included the subject line “A new way to give...just in time for Mother's Day.” Within the body, text promises the “ultimate gift that reflects your style” beyond the click-through.



### *Email from Chanel*

Consumers are taken to a dedicated page on Chanel's Web site. Hovering above an image of a branded gift box, an arrow prompts consumers to scroll down to explore.

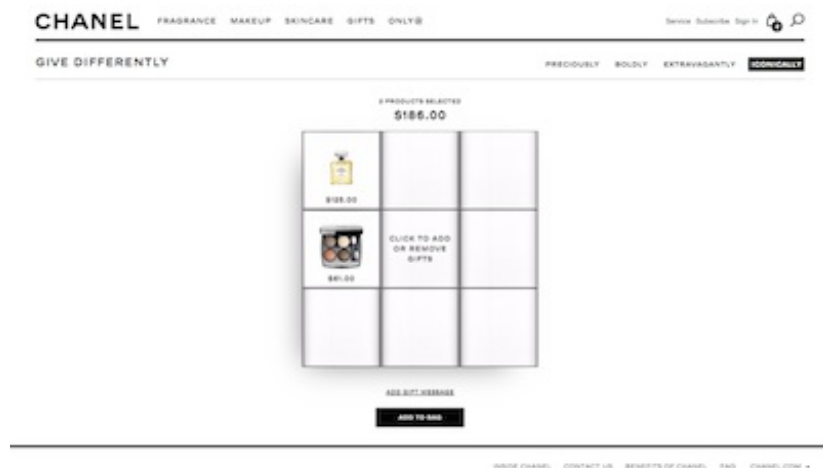


### *Screenshot of Chanel give differently page*

As they scroll, the consumer can pick from “give preciously,” “give boldly,” give extravagantly” and “give iconically.” As they scroll, an animated box moves around the screen.

Each virtual gift box can be entered by clicking a button. Nine tiles appear, with different

gift ideas hidden behind each one. For instance, precious options include Chance perfume and the brand's Joues Contraste blush, while bold gifters are given the suggestions of Coco Noir fragrance and Les 4 Ombres eyeshadow.



### *Screenshot of Chanel give differently page*

The gifter can click on each tile to reveal the cosmetic product, or click an info icon to learn more. If one or more ideas appeal, they can add them to their bag with one click via a button below the box.

Consumers can also combine products from different boxes into one shopping bag.

Chanel frequently does a digital beauty push for Mother's Day, encouraging consumers to shop for their moms via its ecommerce selection.

Last year, the brand hoped for last-minute Mother's Day gifting with a mobile advertisement on New York magazine's The Cut.

Chanel ran two different versions of its ad depending on whether consumers viewed The Cut on a tablet or phone, either with or without an image of a fragrance bottle, both leading to its N°5 Eau Première product page ([see story](#)).

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