

EVENTS/CAUSES

## Chanel taps South Korea for annual cruise collection presentation

May 1, 2015



*South Korea's Dongdaemun Design Plaza*

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By STAFF REPORTS

French fashion house Chanel will present its cruise 2015-2016 collection in the South Korean capital of Seoul on May 4.

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Chanel, through an email blast, shared with its global followers the details of its annual cruise collection presentation held in a different international city each season. Since 2000, Chanel has held cruise runway shows in Paris, New York, Los Angeles, Miami, Venice, Italy, the French cities of Saint-Tropez, Cap d'Antibes and Versailles, Singapore and most recently, Dubai ([see story](#)).

### Seoul show

In the email, Chanel included a poster outlined in red that reads Paris, Seoul and Chanel, both in English and Korean. A click-through on the image lands on Chanel's homepage, but does not provide additional information about the upcoming presentation in Seoul.

Instead, the consumer must continue on in the email below the image.



*Chanel's poster for the cruise 2015-2016 collection*

Within the text portion of the email, consumers learn that Chanel is holding its presentation in the center of Seoul at Dongdaemun Design Plaza May 4. Referred to as the DDP, the urban development was designed by architect Zaha Hadid and local architectural design firm Samoo.

Chanel's show will "revive the spirit of cruise in the Korean capital."

To follow the event, consumers are encouraged to watch for updates on Chanel News and join the conversation on Twitter and Instagram using the branded hashtag #ChanelCruiseSeoul.

According to L2, South Korea has emerged as a top global tastemaker due to its local pop culture, high-speed Internet and entrance of Western brands ([see story](#)).

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