

EVENTS/CAUSES

Chanel delves into inspiration and personality with London exhibit

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Coco Chanel walking past 31 Rue Cambon

By STAFF REPORTS

French couture house Chanel will celebrate the creative spirits of Gabrielle “Coco” Chanel and Karl Lagerfeld through a fall exhibit at London’s Saatchi Gallery.

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“Mademoiselle Privé” offers an inside look at the creation of the brand’s haute couture, fine jewelry and Chanel N°5. This exhibit’s subject matter enables the brand to span both its past and present through the lens of its well-known faces.

Inside look

Mademoiselle Privé, open from Oct. 13 through Nov. 1, will be housed across three floors of the gallery. The items featured will be selected to showcase Ms. Chanel’s inspirations and the way in which Mr. Lagerfeld has interpreted the codes of the house since he became creative director.

Included in the displays will be various editions of Chanel’s Bijoux de Diamants jewelry collection, which originated in 1932.



Poster for Chanel Mademoiselle Privé exhibit

Chanel will launch a companion mobile application to guide visitors through the exhibit. Consumers can sign up via a dedicated [microsite](#) to get updates via email.

For previous exhibits, Chanel has integrated online content to enable global participation.

Chanel continued multichannel efforts for its Little Black Jacket campaign with the installation of an e-exhibition of 113 black-and-white photos to hype a new photo book.

Chanel creative director Karl Lagerfeld photographed a selection of actors, artists, singers and other personalities dressed in their respective interpretations of Chanel's iconic jacket, which was presented in "The Little Black Jacket: Chanel's classic revisited by Karl Lagerfeld and Carine Roitfeld." The campaign led up to the release of the book in fall 2012 and also included a physical exhibit in Tokyo, behind-the-scenes video footage of the photo shoots and promotion via social media ([see story](#)).

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