

INTERNET

## Chanel casts a beauty spell in October newsletter

October 29, 2015



*Chanel's Be Superstitious*

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By STAFF REPORTS

French atelier Chanel is encouraging superstitious tendencies in the days before Halloween.

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The October issue of the "Chanel5standard," a newsletter of sorts that presents email subscribers with "5 new ways to break the rules," opens with a GIF countdown with spooky undertones. Once the GIF plays and disappears, Chanel keeps the details vague with the prompt reading, "find out how."

Bootiful beauties

A click-through on the email's body lands on the October edition of Chanel5standard, titled "Be Superstitious" to align itself with Halloween.

Here, the GIF countdown is repeated with stills with a tagline and brief descriptions shared underneath each of the 5 numbers. For instance, 1 is "illuminate your aura" accompanied by "reveal your mystical side; align yourself with the colors you love" while 3 reads "cast a spell with color" and "brush up on beauty with tips to transform (no cauldron required)."



*Chanel5standard for October 2015*

When a number is selected beauty-themed content is revealed that presents tips and ecommerce links. The number 4 is titled "look for a black cat" and "express your feline finesse with eyeliner looks that are the cat's meow."

Content behind the fold shows "9 lives. 4 looks. 1 cat's tale" and tips to apply the perfect cat-eye. Each look is also given a feline-themed moniker such as "feed the fat cat" and "befriend the stray," all of which is GIF-activated to wink at the consumer.



*Content for Chanel5standard's Look for a Black Cat*

Additional highlights include an aura wheel showcasing Chanel's eyeshadows under the first number. When a color is selected the consumer learns of its association to the house along with suggested products in that shade.

Number 2, "believe in rituals," shows consumers various product combinations for morning, protection, purification and relaxation. Number 3 draws parallels between a magic wand and beauty brushes and the fifth section is dedicated to Chanel's iconic fragrance N 5, as a way to "wear your lucky number."

Many of Chanel's emails are dedicated to its beauty, fragrance and skincare collections. This is likely because at this time these are the only products Chanel sells via brand-operated ecommerce.

Over the summer, Chanel invited consumers to experience its founder's favorite beaches through a trio of curated beauty looks.

In an email blast, Chanel enticed consumers to open the message with a subject line reading, "In the footsteps of Mademoiselle," a phrase that linked the house to its namesake Gabrielle "Coco" Chanel. Given Ms. Chanel's infamy, Chanel often incorporates her spirit and tokens of her life, from lovers and muses to her time spent at the Htel Ritz Paris, into its brand communications ([see story](#)).

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