

MULTICHANNEL

Chanel edges closer to ecommerce with online sunglasses shop

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Lily-Rose Depp for Chanel

By STAFF REPORTS

French atelier Chanel has unveiled its first ecommerce Web site for the fashion division in the United States to sell its sunglasses collection.

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Instead of a category-wide launch of ecommerce, Chanel has taken a slower path to brand-operated commerce by offering first skincare and beauty products, and now entry-level sunglasses to test the waters. Launched on Nov. 4, Chanel takes a holistic approach by creating an omnichannel ecommerce experience to complement its bricks-and-mortar boutiques to better serve consumers through enrichment and customization.

In the lens of Chanel

Chanel's eyewear ecommerce site is accessible from the U.S. chanel.com homepage and launched with the brand's complete range of sunglasses. The site also includes exclusive editorial content and nods to service expected from the House of Chanel.

The site launch also includes Chanel's latest collections, Pearl and Runway. By offering standard and alternative styles Chanel's eyewear ecommerce site, available via desktop and mobile, will become a destination shop for the brand's offering.



Chanel sunglasses ecommerce, tablet view

Available filters on the Web site include color, shape, theme or lens polarization. A "Find Your Favorite" function will

allow consumers to compare up to 6 different styles on a virtual tray, further connecting the Web experience to Chanel's boutiques.

Monthly editorial content, titled "Behind the Lens," published to the Web site offers consumers a look inside the lives of tastemakers with a bold point of view.

Chanel's first edition features actress Lily-Rose Depp, the face of the 2015 Pearl eyewear collection ([see story](#)). The content goes behind-the-scenes of Ms. Depp's campaign with creative director Karl Lagerfeld and as she discovers Gabrielle Chanel's apartment at 31 rue Cambon.

The section will also underscore the craftsmanship and artistry of Chanel sunglasses and how the designs reflect the house's codes. Chanel has produced eyewear since 2000, when it partnered with Luxottica Group.



Content on Chanel's sunglasses ecommerce site featuring Lily-Rose Depp

In the spring, Chanel took more steps toward its ecommerce platform with a shop-in-shop on online retailer Net-A-Porter's site.

Coco Crush, a six-piece fine jewelry collection, launched online prior to being in-store. The soft opening of ecommerce through Net-A-Porter likely offered Chanel some insight to its consumer's willingness to buy online ([see story](#)).

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