

ADVERTISING

## Chanel tells founder's story through two lenses for Metiers d'Art

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*Behind-the-scene still from Chanel's Once and Forever*

By STAFF REPORTS

Chanel's creative director Karl Lagerfeld is once again in the director's chair for the French fashion house's latest Metiers d'Art collection film.

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Set to debut on Dec. 1, Chanel's "Once and Forever" casts actress Kristen Stewart as an actress hired to play the role of young Gabrielle "Coco" Chanel, the house's infamous founder. The brand announced that Ms. Stewart would play Ms. Chanel in a fictional biopic in August, but did not share the details until now ([see story](#)).

A movie about a movie

A very brief trailer for Once and Forever has been shared to Chanel's social channels. In the behind-the-scenes clip, Ms. Stewart is shown having her makeup retouched while dressed in early 20th century garb.

In her role, Ms. Stewart plays an actress hired for the part of Ms. Chanel who is particularly difficult to work with on set. The fictionalized biopic of Ms. Chanel begins during the designer's aspiring career as a stage performer, giving viewers an understanding "Coco's" origins.

Throughout the course of the 11-minute film, Mr. Lagerfeld directs Ms. Stewart and Jrmie Elkam, who plays the biopic's director, as they disagree and bicker. In a conversation with Women's Wear Daily, Mr Lagerfeld said he "conceived the film with Stewart in mind, convinced she could play the role of condescending, hot-tempered diva to the hilt."

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Karl Lagerfeld's upcoming film "Once and Forever" featuring Kristen Stewart and Geraldine Chaplin will premiere at Cinecitta and on [chanel.com/onceandforever](http://chanel.com/onceandforever) on December 1st.

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Scenes depicting Ms. Chanel later in life will be played by actress Geraldine Chaplin, who has worked with Chanel on many brand projects including 2014 Metiers d'Art's "Reincarnation" ([see story](#)).

Filmed over the course of two days, Once and Forever will be screened in Rome at Cinecitt, fittingly in studio N 5, on Dec. 1.

This marks Mr. Lagerfeld's 20th short film for Chanel. For Once and Forever The octogenarian designer "designed the set, the choice of clothes, everything."

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