

INTERNET

## Chanel expresses fragrance's emotional power in earthy film

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*Still of Gisele Bündchen for Chanel*

By STAFF REPORTS

French fashion house Chanel is personalizing its fragrance marketing with a video featuring model and brand ambassador Gisele Bündchen.

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Ms. Bündchen is the current face of Chanel's iconic N 5 fragrance marketing, and this effort departs from the French label's typical campaign created for this segment of its brand. Instead of focusing heavily on product and glamour, Chanel concentrates on what fragrances may mean for the wearer and those around them.

At home with Gisele

Chanel's video, titled "An intimate conversation with Gisele Bündchen about nature," is set at Ms. Bündchen's home in New England. The video opens with the model walking barefoot among fallen leaves, wrapped in a tan cashmere blanket.

In the following scene, Ms. Bündchen softly strums a guitar and hums the melody of a song, before beginning a monologue about the power of fragrance and smells.

"A smell is a very powerful thing," Ms. Bündchen says as she speaks about growing up in Brazil. When she returns to Brazil to visit, memories return because of the scent of the place.

She continues to explain that if you smell a fragrance worn by someone, it may remind you someone, even if it was from 20 years before. Ms. Bündchen links this sentiment to the scent and perfume of her mother and hopes that her children remember the same.

Ms. Bündchen ends her monologue by saying, "Maybe a mom's scent is not something you can forget, right?" Although not explicitly expressed by the brand, Chanel is likely hinting that its fragrances may be the sensory link between a consumer and a memory.

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"Smell is a very powerful thing" - Gisele Bündchen #ChanelFragrance

Posted by **CHANEL** on **Wednesday, December 16, 2015**

Chanel's previous fragrance effort with Ms. Bndchen is much more theatrical, but still evokes the model's personality and daily life.

"The One That I Want," a film starring Ms. Bndchen and directed by Baz Luhrmann, is one that embodies the modern woman, the woman who makes her own decisions and struggles to balance her priorities in daily life. By regenerating the Chanel N 5 campaign, Chanel will be able to reimagine the fragrance for the next generation of the modern woman ([see story](#)).

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