

ADVERTISING

Chanel hits Brooklyn streets for spring advertising

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Image from Chanel's spring/summer 2016 ad campaign

By STAFF REPORTS

French fashion house Chanel is in a New York state of mind for its spring/summer 2016 campaign, which takes place in Brooklyn.

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"City Western" continues the concept behind Chanel's runway show for the spring/summer 2016, which had models ready to board an airplane towing suitcases and carry-on bags. Recently, a number of luxury houses have picked unlikely settings for their campaigns, choosing to juxtapose high fashion with grittier surroundings.

Brooklyn bound

For its runway show last October, Chanel built a miniature airport terminal in Paris' Grand Palais. Models walked past gates, ticketing kiosks and members of the audience sitting in the boarding area for Chanel Airlines while toting rolling suitcases or handbags with their flying essentials.



Chanel spring/summer 2016 runway show

Chanel Airlines appears to have service to New York, where it landed for the season's advertising campaign.

Shot by Chanel creative director Karl Lagerfeld, the effort shows models Lineisy Montero Feliz and Mica Arganaraz strolling the streets of Brooklyn, their suitcases in tow.



Chanel spring/summer 2016 ad image

In contrast with their polished looks, the models are shown against the backdrops of a scaffold, worn down sidewalks and a car that has seen better days.

Chanel has previously found the glamour in the everyday.

French fashion house Chanel designed an unusual set for its fall/winter 2014-15 runway show, making the venue look like a supermarket.

Models walked down the aisles or in between the checkout lanes, pushing shopping carts or toting wire baskets. By using such a plebeian setting for a fashion show, the brand took away some of the fantasy, while adding a layer of fun to its presentation ([see story](#)).

Chanel is easing into ecommerce, and this collection is said to arrive in stores and online in March.

The brand recently unveiled its first ecommerce Web site for the fashion division in the United States to sell its sunglasses collection.

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 ([see story](#)).

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