

INTERNET

Chanel brightens winter blues with spring "color trip"

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Chanel L.A. Sunrise collection

By STAFF REPORTS

French couturier Chanel is evoking consumers' desire for warmer weather with a vibrantly sunny spring makeup collection.

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The brand's bright color cosmetics in its Sunrise L.A. collection, some of which are limited-edition, are promoted through an email to newsletter subscribers. While spring may be months away, consumers settling into the new year may be ready to make a change to their look.

California dreaming

Chanel's email, sent Jan. 6, relies on a .GIF to spur click-throughs. Below the colorful imagery of a woman in a sun-drenched locale, the brand asks the recipient, "Ready for a color trip?"

Clicking takes the reader to a dedicated collection page on Chanel's Web site, where she can view the entire film.

CHANEL



COLLECTION L.A. SUNRISE

READY FOR A COLOUR TRIP?

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Email from Chanel

Throughout the video, Chanel plays with exposure, showing the model in negative. At these moments, she becomes awash in some of the key hues in the collection, including purple and teal.

Here, the consumer can also shop the collection, which includes a deep blue nail polish, waterproof eyeliner in pops of royal, purple and green and a brightening blush compact with ribbons of pink, beige and coral.

Chanel has previously looked to other sunny settings for cosmetic inspiration.

This past summer, the house 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 links 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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