

INTERNET

Chanel prompts romantic self-gifting with beauty guide

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Image from Chanel 5standard February issue

By STAFF REPORTS

French fashion house Chanel is inspiring consumers to love themselves in a romantically themed email touting its beauty products.

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The February issue of Chanel 5standard allows consumers to follow their heart to discover the next color cosmetic or skincare secret of their affection. It can be difficult to shop for new beauty items online, as the discovery process can be tedious, but ecommerce features such as this enable consumers' personalities to lead them to a new find.

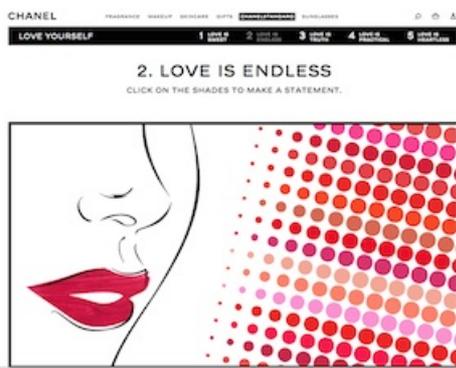
Beauty standards

Chanel 5standard arrived in subscribers' inboxes on Feb. 7, exactly a week before Valentine's Day. When the consumer clicks-through on the email, which features an animated message to "Love yourself," they are taken to a dedicated page of the brand's Web site.

Here, they can navigate through five different interactive chapters of varieties of love.

For instance, number one tells that "love is sweet," giving the reader ideas of products to pamper herself with, such as a bouquet of makeup brushes or a fragrance bottle meant to resemble a ring in a gift box.

Chapter three, "Love is truth," doles out some tough love, letting the viewer click on thought bubbles of application tactics to discover whether they are truth or myth.



Screenshot of Chanel's 5standard February issue

The final chapter, "Love is heartless," shows a group of negative conversation hearts, proclaiming ideas such as "chivalry is dead" or "nice girls never win." Clicking on the chosen statement will select a fitting nail polish shade for the participant.

Previous issues of Chanel 5standard have also been appropriately seasonal.

Last fall, Chanel encouraged superstitious tendencies in the days before Halloween.

The October issue of the "Chanel 5standard," a newsletter of sorts that presents email subscribers with "5 new ways to break the rules," opens with a GIF countdown with spooky undertones. Once the GIF plays and disappears, Chanel keeps the details vague with the prompt reading, "find out how" ([see story](#)).

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