

MOBILE

## Chanel leverages nail polish as artistic medium

April 20, 2016



*Chanel's interpretation of Vasily Kandinsky's artwork*

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By STAFF REPORTS

French fashion house Chanel is paying homage to artistic icons with the help of its Le Vernis de Chanel nail polishes.

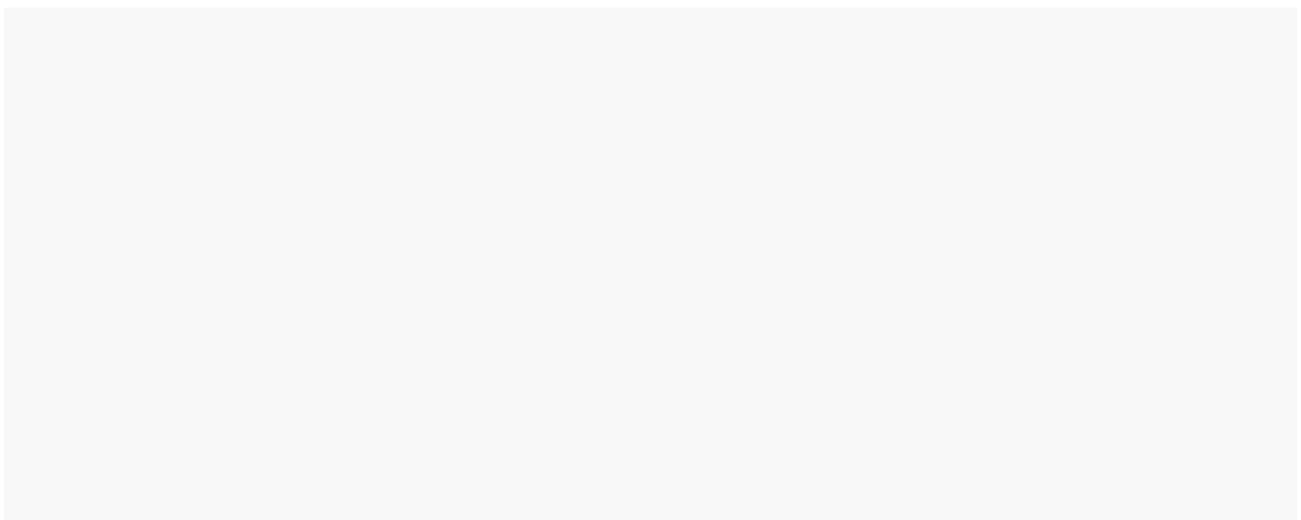
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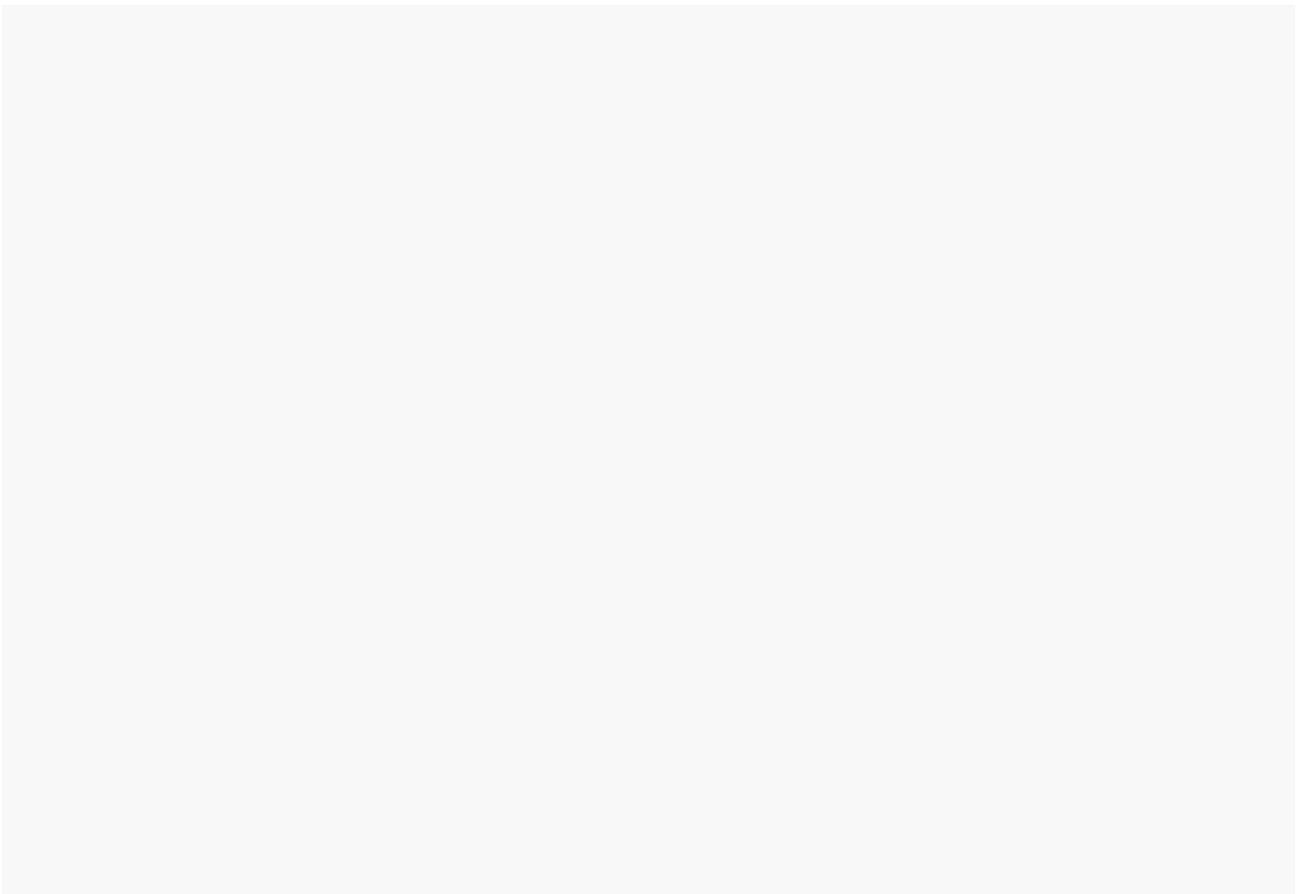
In a series on Instagram, the brand is reinterpreting pieces from the likes of Jackson Pollock and Ren Magritte, turning its social media feed into a branded art exhibit. While consumers' nails are not works of art in the same manner, showing what its lacquers are capable of producing may help inspire consumer to add to their nail polish collection.

Polished paintings

Chanel's art project has been revealed over the course of a few days.

In an introductory post on April 17, the brand writes, "Color is an art." The corresponding image is a tribute to Victor Vasarely, with slightly different colored dots forming an ombre square.





Colour is an art. Tribute to Victor Vasarely. Made with LE VERNIS DE CHANEL. #chanelnailpolish #nailpolish  
#chanelmakeup #vasarely

A photo posted by CHANEL (@chanelofficial) on Apr 17, 2016 at 6:56am PDT

For Magritte, Chanel depicts a bottle of its Le Vernis on a plain background with the words "Leci n'est pas un vernis" in script underneath. Pollock's splatter print is recreated in blue and red shades.



*Chanel's tribute to Jackson Pollock*

Vassily Kandinsky's abstract paintings are recreated with circles of varying colors and shapes interspersed with intersecting lines.

Other artists featured include Claude Viallat, Sol LeWitt and Kasimir Malevitch.

As a primarily visual platform, Instagram has lent itself to a number of artistic series.

British menswear label Alfred Dunhill is showing off its fashions creatively with an ongoing Instagram series of commissioned artwork.

#CuratedByDunhill is published each week, and so far has shown pieces from digital artist Ignasi Monreal. Using Instagram to show surreal interpretations of fashion will help to engage Dunhill's audience, while showing a more artistic side of practical attire ([see story](#)).

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