

FRAGRANCE AND PERSONAL CARE

Chanel courts youth segment with Lily-Rose Depp announcement

May 23, 2016

□

Lily-Rose Depp for Chanel N 5 L'Eau

By STAFF REPORTS

France's Chanel has selected Lily-Rose Depp as the face of Chanel N 5 L'Eau, a soon-to-be-released scent.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

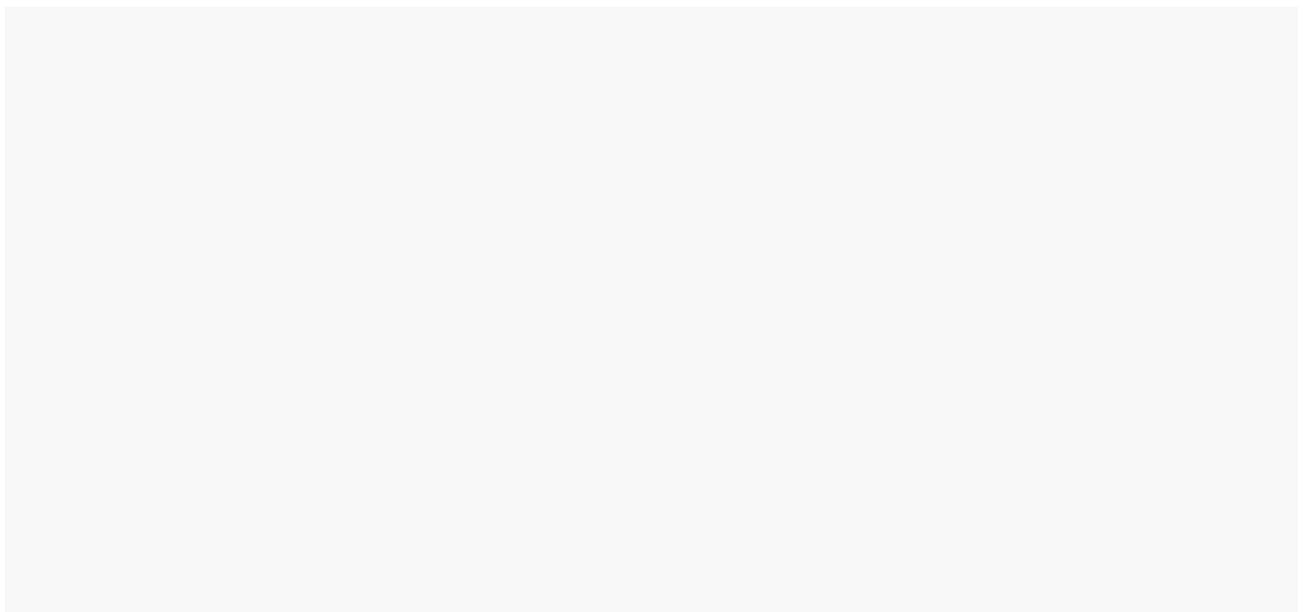
Sixteen-year-old Ms. Depp is following in the footsteps of her mother, Vanessa Paradis, who has been counted among Karl Lagerfeld's muses since the 1990s and whose first fragrance effort for the Coco Chanel scent debuted 26 years ago. Despite her young age, Ms. Depp is no stranger to the brand, acting as the face of the Pearl eyewear collection last year ([see story](#)), having a frequent runway presence and dressing exclusively in Chanel on the red carpet.

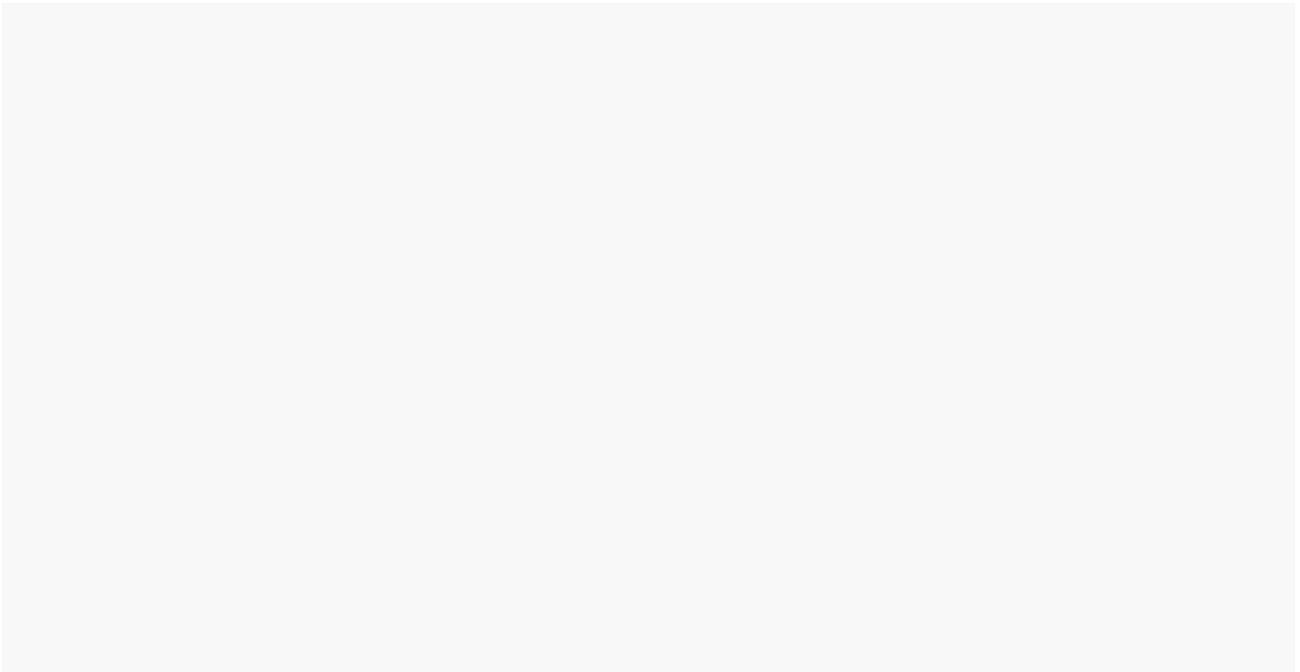
Millennial push

Chanel's appointment of Ms. Depp as the face of a Chanel N 5 scent is likely a bid for younger consumers' interest in the brand's signature fragrance. Although the flagship scent's status is iconic, many young consumers associate the original N 5 fragrance with older generations.

As such, Ms. Depp announced her upcoming advertising campaign for the L'Eau fragrance on her personal Instagram account, hoping to tap into her 1.7 million followers of a similar age.

In her announcement Ms. Depp is seen kissing an oversized N 5 L'Eau bottle. As of press time, the image had garnered nearly 7,500 likes.





I'm so excited to announce that I am the face of the new Chanel Number 5 L'EAU! @chanelofficial #newchanel5

A photo posted by Lily-Rose Depp (@lilyrose_depp) on May 23, 2016 at 3:05am PDT

Chanel followed Ms. Depp's lead, sharing an image of the young actress on its own account. Text reads, "The Rose of all Roses. Introducing @lilyrose_depp as the new face of N 5 L'Eau, the new N 5." As of press time, Chanel's post received 133,000 likes in five hours.

The strategic announcement is similar to reality star-turned-model Kendall Jenner's appointment as the face of Estée Lauder in 2014, also announced by the young ambassador via Instagram ([see story](#)).



Photo of Lily-Rose Depp shared to Chanel's Instagram

Details of the new scent have yet to be announced, but are credited to Chanel's in-house perfumer Olivier Polge. The upcoming campaign will be directed by Johan Renck.

Both the campaign and scent are expected to launch this fall.