

APPAREL AND ACCESSORIES

## Chanel teams with Kristen Stewart for alluring ad campaign

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*Chanel Mtiers d'Art 2015/16 campaign*

By STAFF REPORTS

French fashion house Chanel is taking a sultry approach for its Mtiers d'Art campaign, capturing actress Kristen Stewart lounging in a Parisian apartment.

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Shot by Karl Lagerfeld, the effort captures Ms. Stewart getting ready for an implied romantic meeting, whether packing a handbag or checking her makeup in a vanity mirror. While Ms. Stewart is a frequent face of Chanel, this latest collaboration sees the actress in a more sensual role.

At home

Chanel's black-and-white print advertisements show Ms. Stewart in natural poses, whether perched on the edge of a tub or leaning on a side table. Throughout, she is styled in lace tights, with dark lip color adding to her romantic look.



*Image from Chanel's Mtiers d'Art campaign*

In short films, Chanel allows viewers to be a fly on the wall on set. Both videos are accompanied by the track "I'll Take Care of You" by Gil Scott-Heron.

One captures her at a desk as she adds an item to her shoulder bag and latches it, giving a detailed view of the accessory in the process.

In another, the actress turns a conservative lace blouse into a more revealing style statement as she unbuttons it. She

pulls off her hoop earrings and sits in front of a mirror, seemingly anxious for an unknown rendezvous.

Walking over to the sink in her bathroom, she leans into the mirror, angling her face to check her makeup.

*Kristen Stewart in the "Paris in Rome" 2015/16 Mtiars d'Art Campaign - CHANEL*

With a celebrity face, often less is more, allowing brands to do stripped down ads that focus on personality and product.

French couture label Christian Dior demonstrated the timelessness and innovation of its latest handbag designs through a pared down campaign.

Featuring frequent house spokesmodel Jennifer Lawrence, the brand's ads show the actress seemingly at home in a bright Parisian apartment as she lounges barefoot, holding Diorever or Diorama styles from summer 2016. While the effort stands on celebrity status, Dior surrounded the campaign with craftsmanship content, proving the value of the bag is based on more than its endorsement ([see story](#)).

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