

FRAGRANCE AND PERSONAL CARE

Chanel founder's love story used as inspiration for unisex fragrance

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Chanel's Boy Chanel unisex fragrance

By STAFF REPORTS

French atelier Chanel is paying homage to its founder's soul mate in a new scent named for his nickname.

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Gabrielle Coco Chanel's lover Arthur "Boy" Capel has inspired many of her namesake brand's wares, especially in the fragrance and beauty category. Chanel chose to introduce its new fragrance Boy Chanel via email, sent specifically to its fragrance newsletter subscribers.

Boy meets girl

The subject line for the fragrance reads, "Introducing Boy Chanel." Since the brand does not sell menswear, some consumers may have thought it was an introduction for Chanel's entrance into men's fashion.

Or given the popularity of its Boy Bag, consumers may have also assumed the email was introducing a new handbag collection.

Once the email is opened, a GIF cycles through, first saying "If I were a boy" followed by "I would be exclusive." The final slide of the GIF shows the new Boy Chanel fragrance bottle. A prompt at the bottom of the email encourages consumers to "discover new Boy Chanel."

GIF sent by Chanel for Boy Chanel

A click-through directs to Chanel's Web page for the new scent. Here consumers learn that the scent retails for \$325.

Part of Chanel's Les Exclusifs de Chanel fragrance series, Boy Chanel is described as a fresh aromatic scent with notes of lavender, Grasse geranium, sandalwood, heliotrope and musk.

Copy also talks to Mr. Capel's role in Ms. Chanel's life as "more than her soul mate; he was her double and her alter ego." The scent was inspired by their love and is a "balanced scent that challenges tradition and transcends gender."



Chanel Boy, a Les Exclusifs de Chanel scent

Unisex fragrances are catching on with consumers, as are genderless fashions. In the fragrance space, Parisian fashion label Kenzo debuted three fragrances as a collection to enable consumers to select the scent profile that best matches their personal style.

Kenzo describes its "Totem tribe" as fragrances with "multiple personalities from all around the world. Free to create. Free to share together. A positive energy. One desire, To make the world more beautiful. The key, 3 new unisex fragrances" ([see story](#)).

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