

FRAGRANCE AND PERSONAL CARE

Chanel heads to Studio Chance for fragrance casting call

June 17, 2016



Chanel Chance at Studio Chance

By STAFF REPORTS

French atelier Chanel is encouraging consumers to take a chance in a new video effort for the Chance fragrance range.

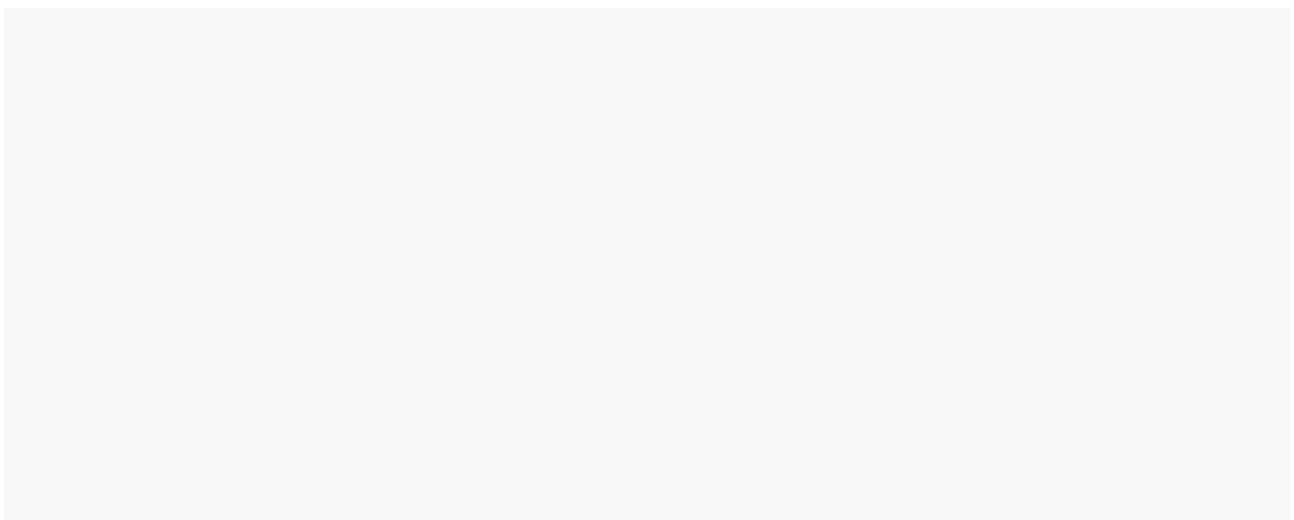
Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

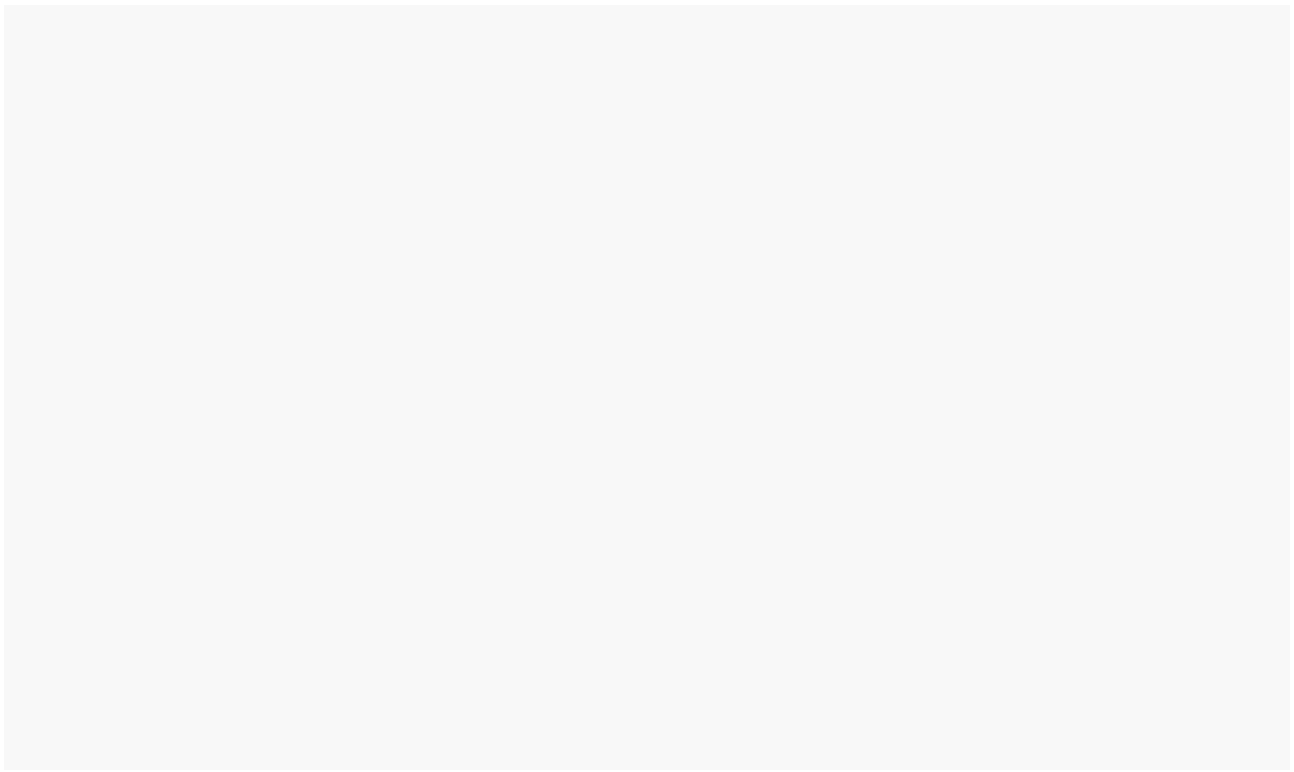
Last year, Chanel added Chance Eau Vive to the Chance fragrance family and created a campaign that envisioned the range's bottles as bowling balls in an interstellar bowling alley setting ([see story](#)). Now, to rejuvenate interest in the four Chance scents, Chanel is showing behind-the-scenes of a casting call in four short video vignettes.

Taking your chance

Shared to Instagram, the first video shows a woman unlocking a small foot locker and removing an oversized bottle of Chance. The caption on the video reads "Be proud of your Chance."

In the video, the model wears a pastel yellow skirt with a matching sweater covering her shoulders. She moves, without picking up her feet, down a hallway in the direction of a large red arrow and a "Studio Chance" sign.





Be proud of your CHANCE #ChanceChanel #TakeYourChance #Chanel

A video posted by CHANEL (@chanelofficial) on Jun 12, 2016 at 6:07am PDT

The second video features Chanel Eau Tendre. When the model removes the oversized bottle from its color coordinated locker, she lays down on the bench behind her and slides down as if it were on a ball return track, a nod to the year-ago effort.

Similar to the first clip the woman is then seen passing by the red arrow while she lays stiffly on the floor. The caption reads "Hold onto your Chance."

Chanel's next video shows a woman removing a Chance Eau Fraiche from a locker and holding the bottle above her head as if it were a type of sacrament. This film includes the caption "Let your Chance guide you."

The last film features the newest Chance, Chance Eau Vive. Sitting down and holding the bottle in her lap, the model scoots smoothly across the floor in the direction of the arrow. The final film is captioned with "Don't let anyone steal your Chance."

Chanel's videos on Instagram do not share the conclusion of the film, or tell where the four women and their bottles of Chance were headed. But, the Facebook version shows the women interacting in one sequence.

After leaving the locker bank as group the women go into a second room where they pose for a group photo with their enlarged bottles of Chance.

Chanel's Studio Chance video

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.