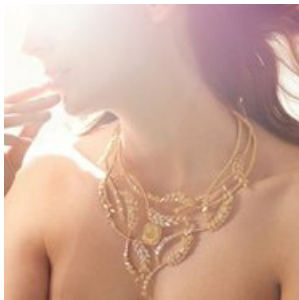


JEWELRY

## Chanel plants interest in high-jewelry with urban wheat field

July 6, 2016



*Les Bls de Chanel*

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By STAFF REPORTS

French couture house Chanel is harvesting consumer attention through an eye-catching street art installation.

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To celebrate the launch of its Les Bls de Chanel high-jewelry collection, inspired by the symbolism of wheat, the brand commissioned a piece from Gad Weil. The artist planted 1 million stalks of wheat in Place Vendôme, creating a rural oasis in the heart of Paris.

### Good luck charm

Gabrielle "Coco" Chanel was born in August, around the time of the harvest. The founder of the house always had an affinity for wheat, featuring the symbol of luck and prosperity in the décor of her apartment.

Les Bls de Chanel, currently on display at the house's store on Rue Cambon, incorporates the shape of the grains in cutouts and diamond settings.



*Piece from Les Bls de Chanel*

Bls Vendme is laid out like a formal garden, with planter boxes separated into paths, enabling pedestrians to stroll through the wheat and transport themselves within the painted stalks.

After its run from July 1-7, the Mr. Weil's installation will be replanted in Saumur, France, Ms. Chanel's birthplace.

#### *Chanel Bls Vendme installation*

Situating experiential displays in the heart of a city raises the likelihood that passersby will stumble upon a branded placement.

Car rental company Europcar made adults feel like kids again with help from Mercedes-Benz.

To launch its new advertising campaign, centered on the customizable features of its rentals and its selection of luxury and fun cars, Europcar worked with Mercedes to construct a working carousel in London where adults could hop in and coast in one of the automaker's newest models. This unconventional out-of-home placement and corresponding social video will not only help draw attention to Europcar, but may help inspire Mercedes aspirations among viewers ([see story](#)).