

ARTS AND ENTERTAINMENT

Chanel, i-D magazine advocate for female artistic talent on daily content hub

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Es Devlin's Mirror Maze for Chanel x i-D magazine's The Fifth Sense

By JEN KING

French atelier Chanel is celebrating female creativity through a collaborative art project launched in partnership with i-D magazine.

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Chanel and i-D's The Fifth Sense will see six multi-disciplinary artworks commissioned by female creative talents and displayed between the end of the year and throughout 2017. Each of the commissioned pieces explore how the power of fragrance and a sense of scent can influence the creative process.

"As a lifestyle brand with product across ready-to-wear, accessories, shoes and cosmetics and fragrances, Chanel aims to reach customers in all facets of her life," said Shirley Romig, vice president, global retail strategy lead at **SapientNitro**, New York. "This means engaging in her areas of interest. Art is an important part of many Chanel customers, so this is a natural channel to engage her in the brand.

"I think the tension in marketing a luxury brand is always creating that element of fantasy versus a commercial call to action," she said. "This partnership is clearly a branding initiative aimed to create an emotional connection with those customers that go beyond acquiring a thing."

"This is about Chanel owning an experience. We talk about retail as theater, and this is a very smart, subtle, yet powerful way to convey the fantasy of Chanel."

Ms. Romig is not affiliated with **Chanel**, but agreed to comment as an industry expert.

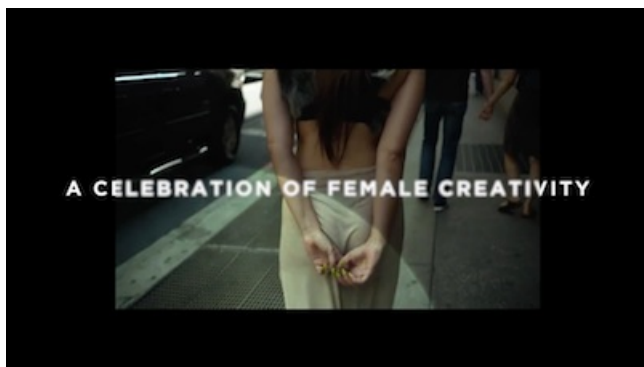
Chanel was unable to comment directly by press deadline.

Women in art

The Fifth Sense project aims to communicate fragrance as an expression. The female artists were invited to use fragrance as a catalyst for self-expression and creativity.

In addition to the pieces created for The Fifth Sense, the artists from around the world will be profiled to take a deeper look into how the senses influence the creative process.

The content created for The Fifth Sense is housed on i-D magazine's Web site in a dedicated tab on its homepage. i-D magazine will update the hub daily with coverage of inspiring and creative women from various genres.



Still from the video teaser for Chanel x i-D magazine's The Fifth Sense

Featured content will delve into the personal insights of these women's work and visions. Chanel and i-D magazine will present these features through articles, photo stories and videos.

As of press time, the first episode of The Fifth Sense has been released. The feature is dedicated to artist Es Devlin's "Mirror Maze." Ms. Devlin's piece is an interactive video sculpture created in Peckham in South London.

In a featured video Ms. Devlin is shown preparing the plans for her sculpture and constructing its elements. As Ms. Devlin fits together a mirror-paneled cylinder, the film is edited to show diffractions of the scenes as if they were reflections.

As the video continues, the viewer is taken inside the Mirror Maze, similar in design to mirrored funhouse.

Near the minute mark, the tone of the film changes to rapid clips of cliff jumpers, people on a roller coaster and on a free-fall carnival ride, among other vignettes. Each clip is bathed in red light to reflect intensity.

Enter the Mirror Maze, by Es Devlin

After the Mirror Maze has been introduced, the remainder of the content concentrates on Ms. Devlin's career. In a section describing Ms. Devlin's work the text tells consumers about the concert stages she has been behind, including Miley Cyrus' giant tongue slide, Beyonce's pool of water at the most recent BET Awards and the opening ceremony of the Rio Olympics, among others.

The text content continues with Ms. Devlin discussing the inspirations for these projects and more.

In its final section for Mirror Maze, The Fifth Sense offers viewers a 12-minute video on Ms. Delvin's creative process, showing behind-the-scenes footage of her during the creation of her Peckham-located piece.

Behind the Mirror Maze

Mirror Maze, Ms. Devlin's first-ever installation, will be on view in Peckham's Copeland Park Sept. 21-25.

The Fifth Sense can be found [here](#).

Supporting creativity

As a women's wear brand with a deep-rooted DNA of femininity, Chanel often advocates for women in the creative space.

Last year for example, Chanel extended its relationship with New York-based Tribeca Enterprises, the organizer of the annual Tribeca Film Festival, to support women in film.

Chanel's "Through Her Lens: The Tribeca Chanel Women's Filmmaker Program" is a three-day workshop in collaboration with Pulse Films and Tribeca Film Institute and has been designed to support emerging United States-based female writers and directors. While Chanel has maintained a relationship with Tribeca Film Festival for a number of years, establishing a support network for budding women in film authenticates its involvement ([see story](#)).

Similarly, French conglomerate Kering Group continued its support of women through a 2016 collaborative effort with the Sundance Institute.

In January Kering launched its collaboration with Sundance Institute, the "Women at Sundance" Fellowship Program,

at the 2016 Sundance Film Festival. Kering has pledged a number of initiatives toward women's issues ranging from curbing domestic violence to protecting female students on campus from sexual assault ([see story](#)).

"Chanel has a rich history around female empowerment and Coco Chanel herself is a great female creative," Ms. Romig said. "Coco Chanel changed the silhouette of women's apparel from corsets to the flapper look that we identify the '20s with.

"This partnership feels like Chanel is celebrating the legacy and spirit of Coco Chanel in a relevant, modern way."

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