

FRAGRANCE AND PERSONAL CARE

Chanel shows opposite associations to tout complexity of N 5 L'Eau women

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Lily-Rose Depp for Chanel N 5 L'Eau

By JEN KING

French atelier Chanel is investigating paradoxes in a mixed media push on Instagram as it works to introduce N 5 L'Eau.

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Developed over the course of three years by Chanel's in-house perfumer Olivier Polge, N 5 L'Eau is a lighter interpretation of the brand's iconic N 5 scent. Chanel created N 5 L'Eau as a youthful retelling, as the original N 5 fragrance is often associated with older generations, which has likely prevented sales from the millennial market demographic.

"There's something really captivating in the way the campaign speaks to the modern woman, eschewing one-dimensional feminine stereotypes to celebrate contrasts," said Natalie Hughes, founding director of [The Fashion Digital](#).

"For millennials, who have grown up occupying both virtual and real-life spaces, the concept of paradox is bracingly familiar," she said. "The social media campaign's text-laden photos and hashtag #YouKnowMeButYouDont seem to subtly draw upon this uniquely millennial dichotomy."

Ms. Hughes is not affiliated with [Chanel](#), but agreed to comment as an industry expert.

[Chanel](#) was unable to comment directly by press deadline.

Opposite day

To accompany its younger approach for N 5 L'Eau, Chanel cast up-and-coming actress and model Lily-Rose Depp.

Ms. Depp is no stranger to Chanel. The actress/model is now a mainstay at the house's runway shows, wears Chanel near-exclusively on the red carpet and is the daughter of Vanessa Paradis, a long-time Chanel ambassador and muse of creative director Karl Lagerfeld.

"It's a challenge for legacy houses such as Chanel to capture a millennial audience without bastardizing the brand's heritage," Ms. Hughes said. "By using the daughter of a long-time Chanel ambassador, Vanessa Paradis, the brand has struck the balance masterfully."

When the announcement was made, Chanel shared very little detail of the upcoming fragrance, but showed Ms. Depp kissing a larger-than-life bottle of N 5 L'Eau. The post shared by Ms. Depp has been liked more than 173,000 times on her personal Instagram account ([see story](#)).

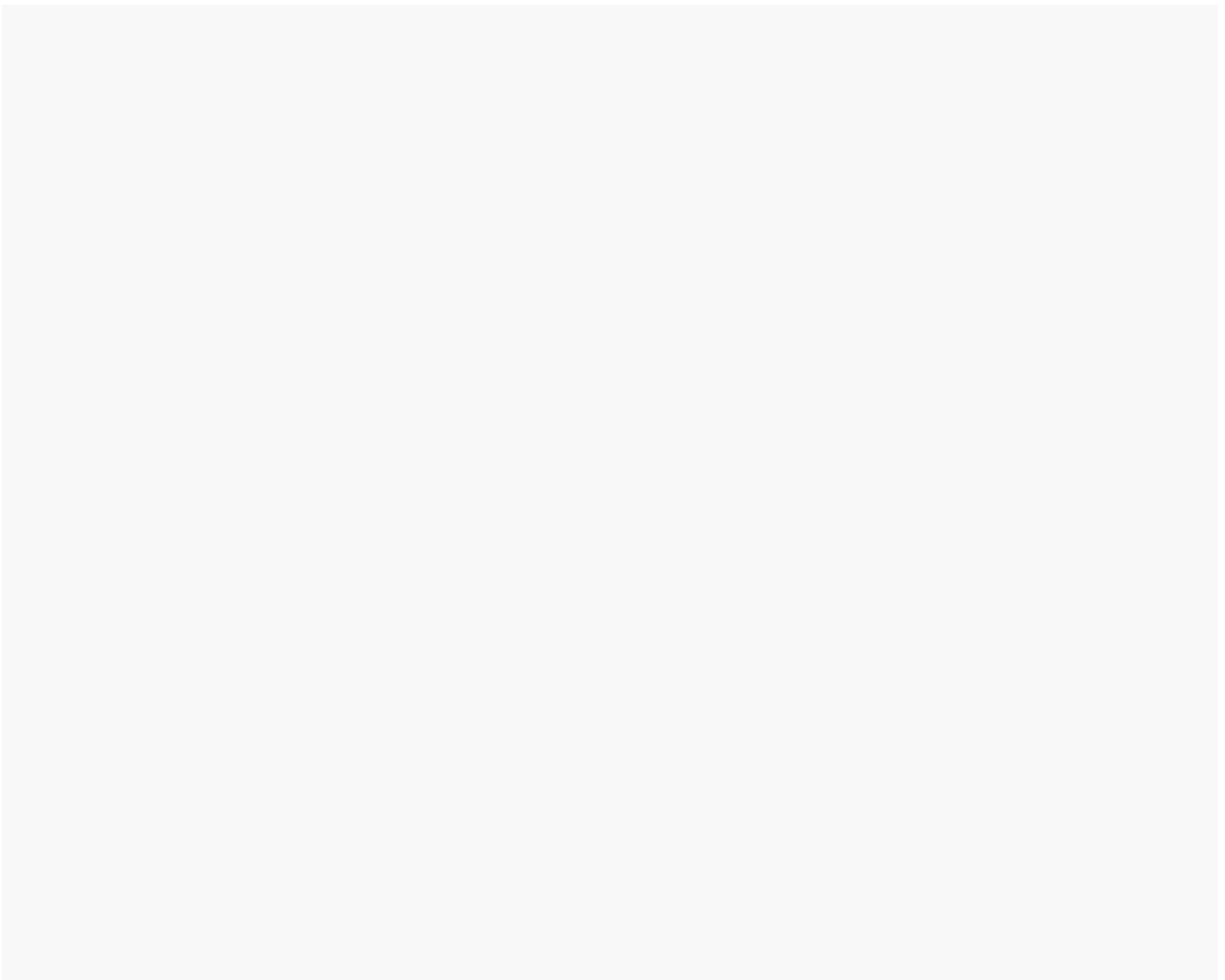


Lily-Rose Depp with Chanel N°5 L'Eau

Keeping the prowess of Instagram promotion close at hand, Chanel has developed the #YouKnowMeAndYouDont campaign, which has been shared predominantly on the image-based channel.

The "Paradox" series begins with a film clip of Ms. Depp speaking the word rose followed by thorns. As she speaks the words, imagery of roses in bloom and thorns posed as barb wire appears.

In its caption Chanel wrote, "We all have a paradox within us," setting the pace for the remainder of the series.



We all have a paradox within us. Lily-Rose's paradoxes uncovered - part 1. #YouKnowMeAndYouDont #NewChanel5

A video posted by CHANEL (@chanelofficial) on Sep 17, 2016 at 9:05am PDT

Chanel's Paradox series continues with a mix of stills and video clips exploring opposites. For example, in the second part, Ms. Depp says, "Vulnerable," as a bubble and butterfly fly by and invincible is characterized by facets of a diamond and surf crashing on a rocky shore.

Additional paradoxes include "artist and muse," "making and breaking," "pure and artificial," "unique and multiple" and "rough and smooth."

On Saturday, Sept. 24, Chanel launched a limited-time Snapchat filter that incorporated the graphics seen in the N 5 L'Eau Instagram campaign. For example, a Snapchat user's face would appear within a N 5 L'Eau bottle, similar to Ms. Depp, as well as the paint smears shown in the artist and muse segment.

[chanel.n 5 L'Eau Instagram](#)

#YouKnowMeAndYouDont Paradox imagery shared to Chanel's Instagram

Throughout Chanel's promotion for N 5 L'Eau, the brand does not delve into the scent's characteristics, choosing to keep this content on its Web site only.

On its site, Chanel explains that the clear-colored scent "feels like a light breeze" with notes of citrus, ylang ylang, cedar and white musk.

New class ambassadors

Recently Chanel has sought to emphasize its entry-level product offerings by casting millennial and Gen Z ambassadors whose social media-savviness can spur awareness for its brand offerings.

Chanel began its story with Willow Smith by featuring the youthful ambassadress in an eyewear effort for fall/winter 2016-17.

At the time of her appointment in March, Chanel did not announce which category 16-year-old Ms. Smith would be representing. Selecting eyewear, an entry-level category, as Ms. Smith's first campaign and official entrance into the world of Chanel will likely assist the brand in appealing to the singer/actress' millennial and Gen Z demographic as this age segment matures ([see story](#)).

Similarly, Prada-owned Miu Miu slowed things down in a desert oasis to highlight the laid-back appeal of its Scenique sunglasses.

Starring Kaia Gerber, the 14-year-old daughter of supermodel Cindy Crawford, the video depicts the morning following what appears to be a rowdy affair, as the protagonist floats through the evidence left behind.

While many on social media applauded the effort, some questioned the appropriateness of a campaign star who is barely a teenager. But, Ms. Gerber's involvement likely introduced Miu Miu to consumers in her demographic when she shared the campaign on her personal Instagram ([see story](#)).

"Chanel has played the long game with attracting a millennial customer-base, from its 2013 ad campaign featuring Kristen Stewart, to its eyewear collection film with Willow Smith, and now its latest push for N 5 L'Eau, fronted by Lily-Rose Depp," Ms. Hughes said. "Ms. Depp is an apt choice, seeing as the 17-year-old model and actress is a product of the digital zeitgeist with a 2.1 million-strong Instagram following.

"Here is a captive audience for the new fragrance an entry-level product that is accessible to the time-rich, cash-rich and digitally savvy Gen Z," she said. "Chanel's use of social media content is likely to appeal to a millennial audience; the brand combines Tumblr-like graphics with shareable, video content.

"Meanwhile, Ms. Depp has been sharing selfies, campaign images and party snaps on her Instagram for the last four months, supporting the launch in a way that feels organic to her digital fanbase."

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