

APPAREL AND ACCESSORIES

Inside Chanel delves into history of its camellia love affair

October 20, 2016



The Camellia, Chapter 16 of Inside Chanel

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French atelier Chanel walks viewers through the history of the brand's relationship to the camellia flower from the perspective of the flower itself for its latest Inside Chanel video installment.

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The fashion label has a long-term relationship with the beautiful scentless flower, and is painting a beautiful picture of its history for its more recent film. Inside Chanel details a variety of historic moments and chronicles Chanel's past, supporting a stronger relationship with fans.

"Storytelling is important," said Michael Becker, managing partner of mCordis. "With commercialization all around us, it is easy to become numb, to begin to ignore the ads, messages, offers, rewards, and the fleeting promises.

"Chanel has history, and with Inside Chanel the brand is able to share its history and explain and invite people into the motivations that make the brand what it is," he said.

Inside Chanel

Chanel's iconic relationship with the camellia flower began when the brand's namesake founder was young at age 13, and incorporated it into designs later on. Inside Chanel details the history of this love affair told from the perspective of the flower.



Still from Inside Chanel Chapter 16

The Chapter 16 video opens with illustrations of the flower, and an off-screen voice declaring that she remembers Gabrielle "Coco" Chanel never explaining why the camellia was her favorite flower, but that it just went without saying.

Illustrations of the words appear throughout the film while relevant sketches materialize. The camellia explains that Ms. Chanel discovered her love for the flower when attending a play titled "Lady of the Camellias."

Throughout the men's fashion industry, Marcel Proust prompted a trend of wearing camellias pinned to jacket pockets, which Chanel quickly adopted for women's fashion. The designer began including the flower on the waistline and belt of women's dresses.

Chanel's Inside Chapter 16 explained that one of the reasons for the continued use of the camellia was due to the flower's lack of scent. This meant that women were free to wear whatever fragrance they would like, including Chanel N 5.

The video conveys the importance of Ms. Chanel's impact on the fashion industry and ties her personality into the features of the flower. The camellia notes that the two were very much alike, both blooming a season ahead and staying irresistible at any age.



Inside Chanel Chapter 16 still

Chanel's use of the flower, while profuse, was almost exclusively with the color white. The first Chanel dress to be pinned with the flower was in 1923, and was then used in a variety of ways.

The film ends with the voice exclaiming that, "I remember that I am more than just a camellia, I am the flower of Chanel."

History chronology

Chanel's video history series has prompted responses by a few competitors who are incorporating the idea into their own brands.

In the previous Inside Chanel chapter, the French atelier painted a self-portrait of its iconic N 5 perfume, introducing its backstory and role in the brand's DNA.

At the time of launch, Inside Chanel consisted of 15 chapters that explore the brand's codes such as its use of particular colors, the lion motif and the legacy of Ms. Chanel. As its most well-known fragrance, N 5 has been the subject of two other Inside Chanel chapters to date, showing the significance of the house's first scent ([see more](#)).

"These video help express the art, vision and passion that Chanel embodies within its brand and products," Mr. Becker said. "They and help us remember and appreciate the roots and see value all that has come before."