

JEWELRY

## Chanel tells J12-themed crime serial across Vogue's online presence

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Opening frame to Chanel's graphic novel, *Stealing Time*

By STAFF REPORTS

French atelier Chanel is promoting its J12 timepiece offerings in a new graphic novel housed on Vogue's homepage.

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The first episode of "Stealing Time" appears as a banner across the top of the Cond Nast-owned publication's Web site and shows the female protagonist and a Chanel timepiece. The sponsored graphic novel's episode, launched Nov. 23 for readers in the United Kingdom before global distribution, was written by Elizabeth Wood and illustrated by Rafael Grampa.

Who done it?

When the banner advertisement is explored further, readers are redirected to hub created for Stealing Time.

Here, readers can meet the episode's main characters. The storyline tells of The Police Captain, the New York Police Department's youngest-ever captain, The Detective and The Assistant, who is described as often going to work in last night's clothes, "but when you dress like her, you can get away with it."



*Stealing Time* by Chanel banner on British Vogue

Stealing Time can be navigated through the left and right arrow of a keyboard on desktop or by swiping through the pages on mobile.

The story begins with The Police Captain and The Detective talking about conspiracies in her office. The Police Captain is shown holding an evidence bag with a Chanel J12 wristwatch inside.

In the following frames, The Detective stresses to his superior how difficult the case has been on him. The Police Captain listens, telling him that the case must be closed by midnight because she has somewhere to be.

The conversation continues, mentioning The Detective's opportunity for promotion passing if this case is not solved. Understanding The Detective's dedication to the case, The Police Officer suggests he takes her through the evidence once more in case anything was overlooked.



*Frame from Chanel's Stealing Time*

She begins to tell the story, making mention of a missing yacht and how the Chanel watch is the only piece of evidence. As they discuss the case, The Detective is shown standing in front of a board with suspects and various pieces of evidence.

The following frames occur a month earlier as the NYPD and The Detective conducted the investigation. The yacht's title leads The Detective to the building of The Assistant, whose boss is the vessel's owner.

Worried about her job, The Assistant goes with The Detective down to the docks, but not before a quick cup of coffee. Down at the docks, The Assistant asks "How does a giant black boat just disappear?" while The Detective is shown in the foreground being handed the watch as evidence by an officer.



*Frame from Chanel's Stealing Time*

An artist who had been painting the vessel shares what she knows, saying a couple of "terribly boring looking men" took the yacht. A dog walker chimes in saying "it was three women. Very interesting looking."

As the conversation with the dog walker continues, The Assistant pushes the artist off the dock and into the harbor. Finding that the artist is unable to swim, The Detective jumps in to rescue her, while The Assistant is shown fiddling with her cell phone and saying, "This may not be so easy after all."

Down in the water, The Detective is shown saying, "I thought you couldn't..." and the artist pushes her fingers to her lips saying, "Shh..." A speech bubble in the bottom corner says to be continued.

At the final frame, consumers can enter their name and email to be updated for more episodes. A link also directs to Chanel's Web site where the J12 watch collection can be explored.

The first episode of Stealing Time can be read [here](#).

Stealing Time is a joint project by 23 Stories x Cond Nast Studio in collaboration with Cond Nast France, and coordinated by Cond Nast Global Development and Chanel's media agency PLUS.

Stealing Time will be told through 6 sharable weekly episodes. The creative will be shared with digital audiences in France, the U.K., Russia, Japan, Taiwan, Thailand, Hong Kong, South Korea and Italy. The content reroutes to Chanel's local Web site in each market.

"Stealing Time is seen by Cond Nast as a ground breaking partnership," said Jamie Bill, executive director of Cond Nast Global Development in a statement. "By exploiting the unique relationship and synergies between Vogue and Chanel we have been able to push the boundaries of native advertising."

"Cond Nast is grateful for the trust that Chanel has placed in our organization to deliver a solution that we are very proud of."

Similarly, Italian fashion label Gucci took a cinematic approach to sponsored content through a collaboration with

Cond Nast.

Working with filmmaker Gia Coppola, Gucci produced a series of four short films that tell a modern interpretation of the myth "The Legend of Orpheus and Eurydice." This first-of-its-kind partnership for the brand and media group premiered exclusively on June 6 across six Cond Nast titles and Gucci's Web site.

The four-part story, directed by Ms. Coppola and produced by 23 Stories x Cond Nast studio, takes place in modern day New York. The films premiered alongside text catering to the specific audience of each of the publications ([see story](#)).

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