

JEWELRY

Chanel models Boy.Friend's hidden appeal in lighthearted vignettes

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Caroline de Maigret for Chanel's Boy.Friend watch

By STAFF REPORTS

French couture house Chanel is playing off the positioning of its Boy.Friend timepiece as a woman's companion with a playful effort.

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Working with brand muse Caroline de Maigret, the label produced a handful of black-and-white films that whimsically explore the double meaning of the word "boyfriend." Tapping a friend of a brand can help add a personal touch to marketing efforts, with the personality's point-of-view flavoring the content produced.

Wristy business

Chanel's marketing for its Boy.Friend watch has always played on the accessory's name with wordplay that suggests the timepiece is actually the wearer's beau.

During New York Fashion Week in September 2015, the public could experience a "virtual diary" that followed the relationship one woman has with her timepiece in a space located in the Meatpacking district.

Chanel's pop-up displayed giant journal pages on screens. These morphed into elements of the author's life, thus revealing the Boy.Friend timepiece through her eyes ([see story](#)).

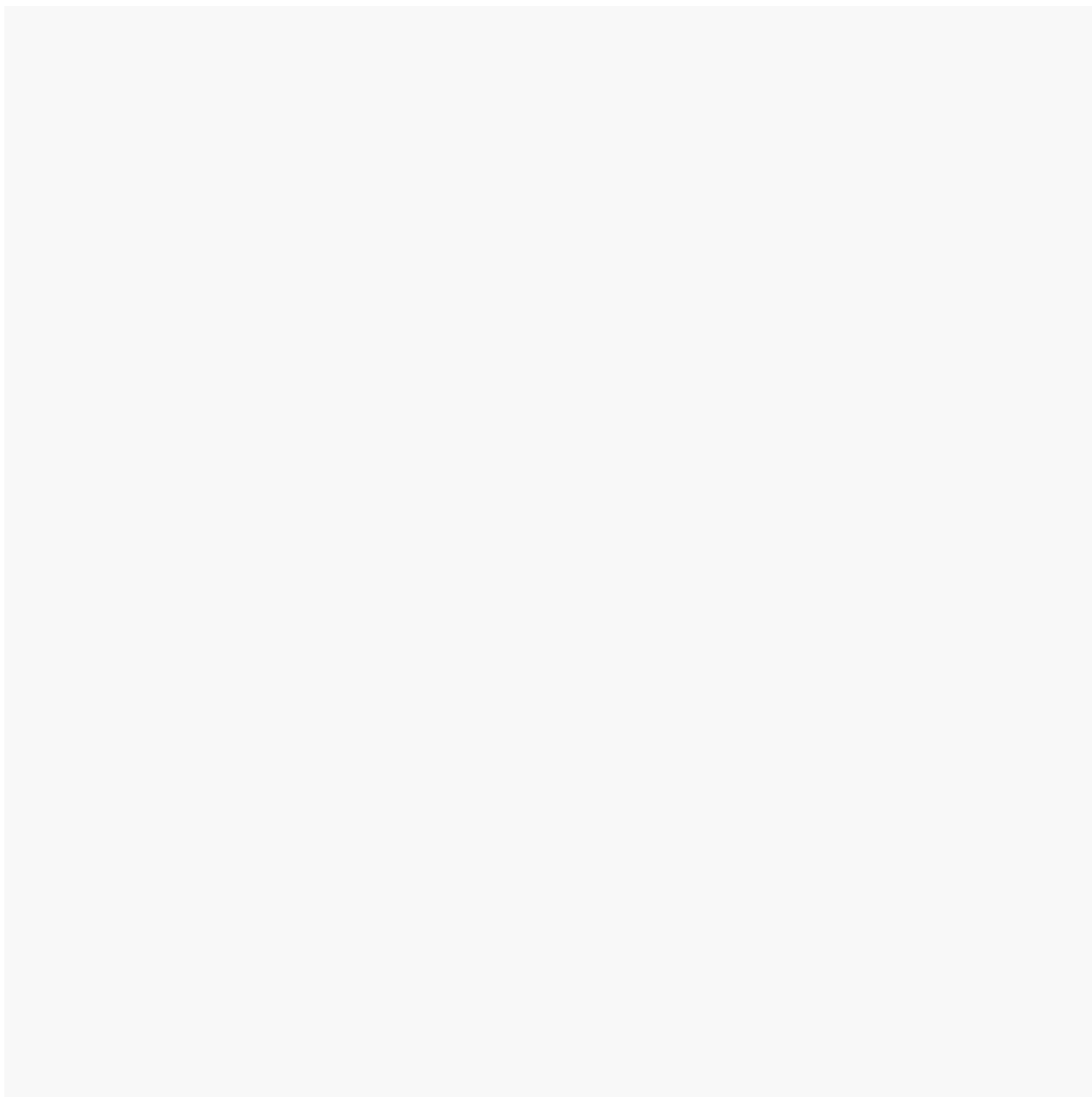


Chanel's Boy.Friend watch

Now, Chanel is extending this idea of the Boy.Friend as a literal love with help from Ms. de Maigret and director Bertrand Le Pluard.

In one, Ms. de Maigret is seen conversing with an off-screen friend. As the pal drones on in barely audible tones, the protagonist is visibly bored.

Eventually, she looks at her watch, gasps and says, "I have to be somewhere with my boyfriend in five minutes. I'm so sorry." This gives her an excuse to duck out.



How to use your BOYFRIEND to get out of any situation. @CarolineDeMaigret #Boyfriend #ChanelWatches

A video posted by CHANEL (@chanelofficial) on Dec 19, 2016 at 6:54am PST

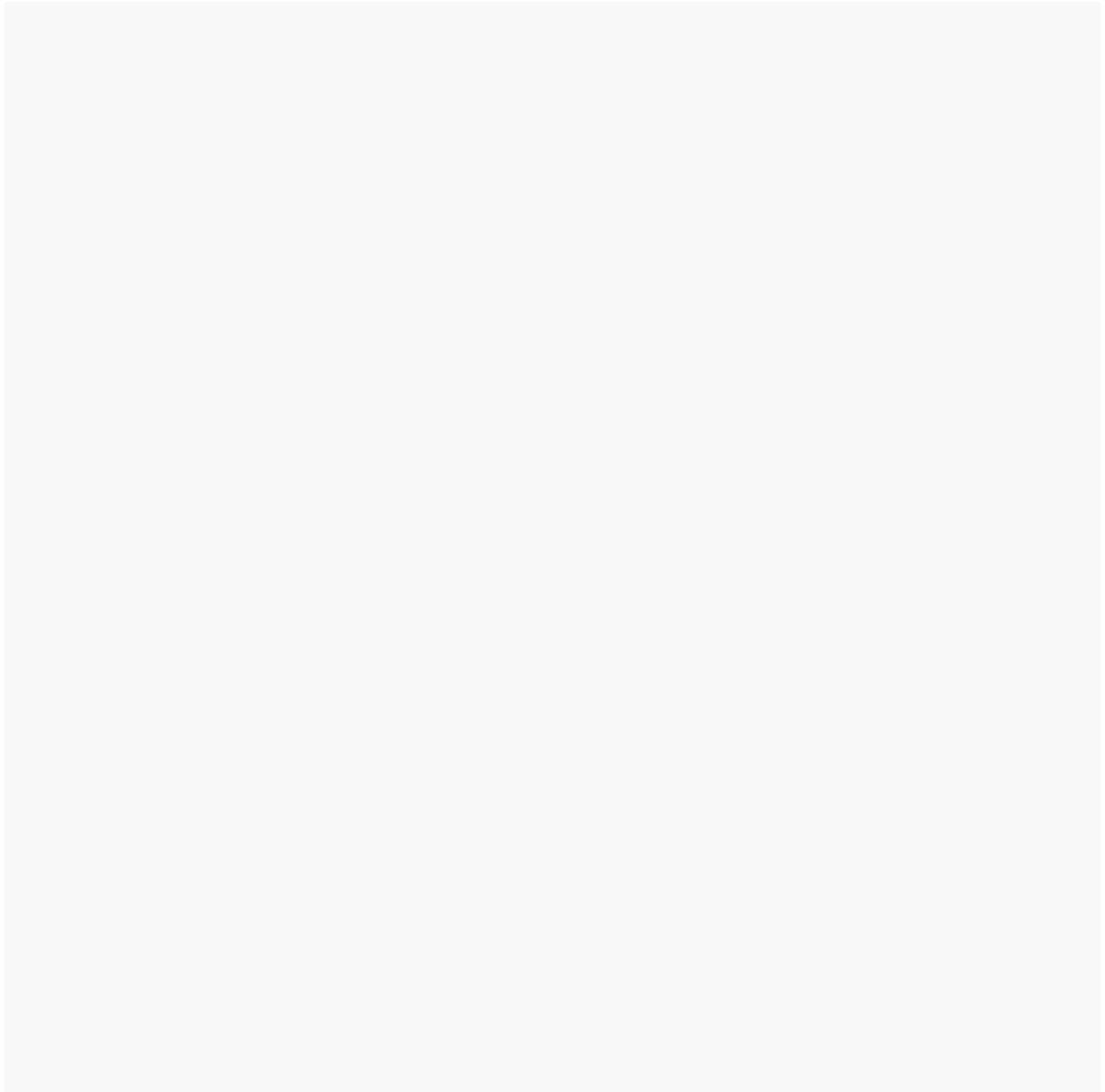
Another talks about how to manage more than one Boy.Friend. Again, Ms. de Maigret is the center of attention, with an off-screen friend prompting her.

As the lead swipes on mascara, she tells her companion that she saw her looking at her boyfriend. The friend replies

that he is very handsome.

Ms. de Maigret then nonchalantly hints at playing around via double entendre, saying, "I know. I have three of them. It's good to change."

A third film, captioned "How to show off your Boy.Friend," finds Ms. de Maigret running to meet her friend. As she sits down at the table, she angles her wrist out as she apologizes for being late, giving "having the time of her life with her boyfriend" as her excuse.



How to show off your BOYFRIEND. @CarolinedeMaigret #Boyfriend #ChanelWatches

A video posted by CHANEL (@chanelofficial) on Dec 19, 2016 at 2:28pm PST

Chanel's relationship with Ms. de Maigret dates back to 1998, when the model walked in one of Karl Lagerfeld's shows. As ambassador and spokesperson for the house today, she is also a music producer, author and photographer.

For Chanel, Ms. de Maigret publishes CdMdiary, an online journal of things that make her tick.

The blogger has also lent her point-of-view to other brands.

French swimwear label Eres, owned by Chanel, dished out a dose of reality with help from the model muse.

The social film "Poolside Realness" lays out increasingly outlandish ways to avoid eyeballs when getting from a chair to the water. While luxury marketing tends to aspire to a level of perfection and poise, taking this moment to poke fun at shared insecurities may help Eres connect with consumers on an emotional level ([see story](#)).

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