

APPAREL AND ACCESSORIES

## Chanel's colorful campaign blossoms amongst spring marketing

March 1, 2017



*Chanel taps Arizona Muse for spring campaigns*

---

By BRIELLE JAEKEL

French fashion label Chanel is showing off its latest collection by performing routine daily tasks set against a vibrant backdrop.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Model Arizona Muse stars in Chanel's latest ad campaign for its spring/summer 2017 ready-to-wear collection. In keeping with a spring look, the spot leverages vibrant colors within its setting and in Ms. Muse's beauty look, which reflects the collection's hues.

"Karl Lagerfeld has had a long standing relationship with model Arizona Muse since the beginning of her career as a brand new face to a new mother in recent years," said Jon Tutolo, creative director of Totem, a division of CreativeDrive.

Ready to wear

Chanel's video for its spring/summer ready-to-wear has been released simultaneously with the My Chanel Ballerinas spring/summer 2017 campaign. Each video wields vibrant shades to excite consumers for the upcoming seasons.

The ready-to-wear campaign depicts Ms. Muse conducting various tasks within a colorful home. Everything in the apartment, including Ms. Muse, is donned with striking colors indicative of springtime, even food and beverages.

Ms. Muse first sets a record to play, as she appears to make breakfast while wearing a Chanel skirt suit. The video then cuts to the model drinking tea, which appears bright pink along with a vibrant-yellow lemon and pink sugar.



### *Arizona Muse stars in Chanel's campaign*

Other clips show Ms. Muse receiving a blue-hued frozen drink, grabbing vases full of brightly colored beverages and fixing her appearance in a mirror. The video goes on to show Ms. Muse passing herself in a stairwell, cutting up watermelon and serving herself tea.

### *Chanel's ready-to-wear campaign*

My Chanel Ballerina takes a similar approach, showing off Ms. Muse as she completes tasks around town touting the colorful ballerina-flat footwear. The video shows the model as she blows bubble gum on the city streets, full of rich graffiti.

The film follows Ms. Muse as she goes grocery shopping, twirls in a bedroom mirror, rides a carousel, plays guitar, reads, shops at a bakery, hangs out at a skate park and listens to music on headphones.

Chanel's campaigns feature a few crossover looks that Ms. Muse models in both videos.

### *Chanel's Ballerinas campaign*

#### Chanel campaigns

The spring/summer campaigns come on the heels of Chanel recently attempting to prove that its founder's progressive spirit still rings true today in its latest chapter of Inside Chanel.

"Gabrielle, a rebel at heart" is the first in a series of four films that will touch on the designer's rebellion, freedom, passion and allure. Along with this content, Gabrielle Chanel, known more commonly by her nickname Coco, is also being honored by the brand this year with the release of a handbag and fragrance inspired by her personality ([see more](#)).

Chanel also dueled it out to determine which of the J12 ceramic timepiece variations will win out over the other in January.

Chanel's J12 timepiece is a longtime fan-favorite, embodying modern and casual elegance in white or black ceramic. In its promotional effort for the timepieces, Chanel asked consumers to pick a side, J12 Black or J12 White, with help from twin martial artists ([see more](#)).

"As the audience widens and need for content grows for fashion brands to reach the customer, I think this is a fun and spirited interpretation of Chanel as a part of lifestyle rather than a precious moment on the runway," Mr. Tutolo said.