

APPAREL AND ACCESSORIES

Chanel pays homage to Gabrielle through museum sponsorship

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The Palais Galliera

By STAFF REPORTS

French house Chanel is honoring its founder's impact on fashion in an enduring way.

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Through Chanel's support, the Palais Galliera will create a permanent exhibition space dedicated to fashion history from the 18th century on. Slated to open late in 2019, this sponsorship will allow the museum to invite visitors throughout the entire year.

Opening up

The Palais Galliera has traditionally opened its doors only during its temporary exhibits. Between these displays, the museum would be closed to the public.

Now, through the exclusive sponsorship of Chanel, the institution can become the first permanent fashion museum in France.

This year-long tourist destination might be a further draw for travelers, a welcome addition as Paris looks to turn around a dwindling number of visitors following terror attacks ([see story](#)).

"I would like to thank the House of Chanel for its valued support of the Palais Galliera," said Anne Hidalgo, mayor of Paris.

"Thanks to this prestigious sponsorship, our capital will soon have the first permanent fashion museum in France," she said. "The City of Paris is proud to be able to open this exceptional space to Parisians and visitors from all over the world."

The newly created gallery of permanent collections will be housed in the museum's basement and named Salles Gabrielle Chanel, The Gabrielle Chanel Rooms. Palais Galliera has 200,000 pieces in its permanent collection, including archival apparel and accessories and documents.



Coco Chanel; photo credit Roger Schall / Galliera

"The House of Chanel is delighted to promote Paris...and in particular to support the Palais Galliera by making its exceptional collections accessible to all in new, permanent spaces," said Bruno Pavlovsky, president of Chanel Fashion, in a brand statement.

"This initiative represents a lasting commitment to creation and to the strength of Paris, which are at the heart of Chanel's business," he said. "Supporting an institution like the Palais Galliera is part of our mission to bring fashion history to life.

This year, the museum will host an exhibit on Cristobal Balenciaga from March 8 through July 16. Another exhibit will pay homage to singer and actress Dalida, looking at her wardrobe on- and off-stage.

Chanel has shown it does not forget the legacy of its eponymous founder through a number of initiatives.

The French fashion label is proving 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 story](#)).