

APPAREL AND ACCESSORIES

Chanel puts its lens on Lottie Moss for spring/summer 2017

March 22, 2017



Lottie Moss for Chanel eyewear spring/summer 2017

By STAFF REPORTS

French fashion house Chanel is continuing its entry-level marketing skewed toward the youth market with an eyewear campaign fronted by model Lottie Moss.

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Nineteen-year-old Ms. Moss is the younger sister of supermodel Kate Moss, a longtime friend and campaign collaborator of Chanel. The luxury sector has tapped a new generation of models with high-profile connections, a strategy that keeps their marketing efforts "all in the family" while appealing to a younger audience.

In view for spring

Chanel creative director Karl Lagerfeld selected the younger Ms. Moss as the face of its spring/summer 2017 eyewear collection. As she matures as a model, Ms. Moss is likely to follow in the footsteps of her older sister, who was the face of Coco Mademoiselle and appeared in a number of Chanel apparel and accessories campaigns.

Ms. Moss appears in a series of images sporting Chanel's latest eyewear styles.

The British model stands in front of peach backdrop that matches the floral barrettes in her crimped and teased hair.

Photographed by Mr. Lagerfeld, Ms. Moss is shown in different spring/summer 2017 coats and lenses that vary from futuristic and catlike to mirrored and oversized.



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A behind-the-scenes look showing Mr. Lagerfeld snapping Ms. Moss' photos has also been shared by the brand.

The spring/summer 2017 eyewear styles seen in the campaign will hit stores in April.

Chanel's Moss sisters relationship is similar to its work with Vanessa Paradis and her daughter, Lily-Rose Depp. Ms. Paradis has been a longtime muse of Mr. Lagerfeld and has worked with the brand on a number of campaigns, and Ms. Depp was recently named Chanel's beauty ambassador and the face of a new pillar in the iconic N 5 fragrance range ([see story](#)).

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