

JEWELRY

Chanel champions living in the moment through timekeeping symbolism

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Video still from Chanel's "The Time of Chanel"

By STAFF REPORTS

French fashion house Chanel is exploring its founder's fascination with the present, mirroring the brand's current homage to Gabrielle Chanel by focusing on her habit of mixing past and future.

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"The Time of Chanel" focuses on the many aspects of Ms. Chanel's approach to the present as well as timekeeping itself, as the film features a number of Chanel watch designs. When Chanel released the film on March 30, watches were on consumers' minds, as the label and others had just debuted their latest creations at Baselworld.

Time flies

Inside Chanel's 19th episode opens to the ambient noise of watch hands ticking. From the center of a watch face, a series of images of Ms. Chanel appear around its circumference as a voiceover talks of how the designer said she only knew how to live in the present.

The film describes Ms. Chanel's work as "walking the tightrope stretched between the past and the future."

As the film talks about the brand's "movement" to spur women to be themselves, the film illustrates this with animations of watch gears. Other references to Chanel's watches emerge, as faces turn into buildings in a cityscape or a Ferris wheel.

The Time of Chanel - Inside Chanel

This latest episode is part of a larger tribute to Ms. Chanel by her namesake label.

Chanel proved that its founder's progressive spirit still rings true today in its previous chapter of Inside Chanel.

"Gabrielle, a rebel at heart" was 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](#)).

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