

APPAREL AND ACCESSORIES

Chanel debuts music video starring brand ambassador Kristen Stewart

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Chanel's latest video campaign

By DANNY PARISI

French fashion house Chanel is recruiting brand ambassador Kristen Stewart for a musical number to promote the brand's newly released Gabrielle bag.

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The new bag's name is meant to honor the fashion house's founder Gabrielle "Coco" Chanel. In recruiting a recognizable Hollywood star as opposed to a more traditional fashion model for this launch, the brand is reaching out to a wider audience who may more easily identify with the messaging.

"This short is all about conveying emotion," said Lauren Bates, marketing manager and lead storyteller at [BlueMoon Digital](#), Denver, Colorado. "The unfurnished warehouse, her clothing, the breaking of the chandelier in the opening, the lyrics in the song 'paint the blackhole blacker,' all these elements are signaling a deeper struggle.

"But, in the end, there is conflict resolution," she said. "She finds the bag, then sees Gabrielle written in the dust on the window, which triggers a pleasant memory, something that calms her or at least brings her back from her emotional rollercoaster and she is able to laugh at herself (or a memory)."

Ms. Bates is not affiliated with [Chanel](#), but agreed to comment as an industry expert. [Chanel](#) was reached for comment.

The Strangers

The newest video campaign from Chanel aims to promote the brand's new Gabrielle bag.

To do this, Chanel created a short film featuring Ms. Stewart entering an empty warehouse in an agitated state.

She begins to dance to the droning rhythm of a St. Vincent track, slamming her hands on a series of tables and spinning around the room.

Eventually, she comes to a series of boudoirs with lights around them. One by one, Ms. Stewart turns each one off before coming to the last one, which has a Gabrielle bag on it.



Chanel's Gabrielle video

She leaves the lights on and takes the bag, running and dancing frantically through the warehouse with it before stopping in front of a foggy window with the word Gabrielle written on it.

The video is visually and aurally akin to a style of music video popularized by Sia and Robyn that relies on kinetic camerawork and movement-oriented content. Daniel Askill, who directed this film, also directed many of those aforementioned music videos.

Chanel's Gabrielle bag campaign film starring Kristen Stewart (Director's cut)

This short film speaks the same emotive language as those popular music videos.

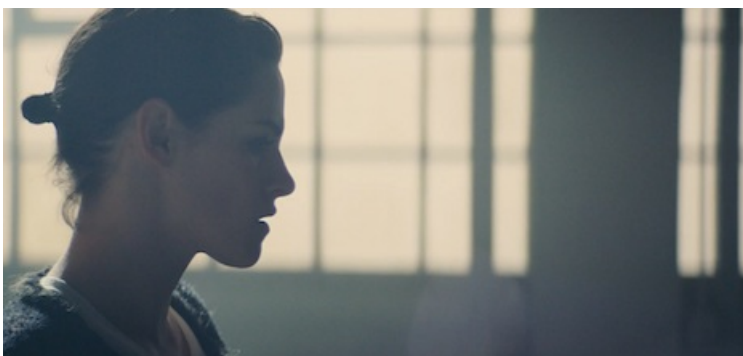
"Daniel Askill is the director, and perhaps some of his most recognized works are music videos he did with Sia ('Chandelier,' 'Elastic Heart' and 'The Greatest') which capitalize on emotion through movement," Ms. Bates said. "I think that it is evident that this short is using movement to have the audience feel rather than be entertained.

"Even the way the camera moves around Kristen Stewart as she moves through the space is all conveying an almost manic sense," she said. "It is taking the viewer on this emotional ride as well."

Music and movement

The style of this video, despite taking influence from the world of music videos, is also in line with current trends of high-fashion video pieces that rely on high production value and an artistic bent to them.

This video in particular traffics in many of the same visual tropes as another recent video campaign from Chaumet that followed a young woman flitting through different eras of Paris.



Kristen Stewart

The Chaumet video campaign is titled "Gaits Parisienne" and follows two young lovers as they come together and drift apart in a variety of settings and environments inspired by different periods and movements in fashion history. Chaumet is hoping that the association with romance and testament to the brand's long history will bring in new customers ([see story](#)).

Additionally, the casting of Kristen Stewart, a familiar figure to many younger consumers and a Chanel brand ambassador in previous campaigns, shows Chanel's willingness to reach beyond the traditional bounds of luxury demographics and towards millennials.

"Kristen Stewart has been a Chanel brand ambassador since 2014, so she is already a part of the Chanel family," Ms.

Bates said. "But so are more 'recognizable' women in the luxury fashion industry like Gisele and Kiera Knightly, they are Chanel brand ambassadors as well.

"Selecting Kristen Stewart is embracing a different, broader audience," she said. "She is edgy and has a moody, brooding sense to her, which suits this short perfectly.

"This short is focused on the individual in this case Kristen Stewart, not the product. This focus on emotion has been shown to resonate well with millennials, so perhaps that was the reasoning for choosing Stewart."

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