

APPAREL AND ACCESSORIES

Chanel paints a picture of the Gabrielle bag through video

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Chanel's Gabrielle animated video

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French fashion house Chanel is reimagining typical branded videos to promote new products with a film illustration featuring a well-known face.

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For its latest bag "Gabrielle," Chanel is painting a branded picture of popular model and actress Cara Delevingne in a film. The animated film is a unique interpretation of advertising, which Chanel is using to promote the bag named after its founder.

Brand animation

Released first in preview form as a trailer, the video was directed by Japanese animation film director Shishi Yamazaki.

The film is available to watch on Chanel's Web site, along with still campaign photos of Ms. Delevingne modeling the bag shot by Karl Lagerfeld.



Cara Delevingne in Chanel's animation

Chanel's animated film begins with a close-up illustration of Ms. Delevingne's face staring straightforward. She is then shown walking with her skateboard until she spots the Gabrielle bag hanging from a branch.

She notices the bags and begins to run toward them as the music starts to pick up pace. As she runs faster and the music becomes louder, Ms. Delevingne begins yelling, "Gabrielle!" for the bag.

After reaching the bags on the tree, the model grabs them and jumps on her skateboard. As she is riding away, Ms. Delevingne puts the bags on her shoulder and rides off.



Chanel's Gabrielle bag in the animated film

Various animations of Ms. Delevingne riding off with the bags are shown. The video ends as she spins in a circle, which blends into an illustration of the model's eye.

Across her eye, the name "Gabrielle" appears.

The animated film fosters an experience as though watching a painting come to life, in the typical style of Ms. Yamazaki.

Gabrielle

Chanel's Gabrielle bag is being promoted in a multitude of campaigns with well-known faces in different manners.

For instance, the brand recruited brand ambassador Kristen Stewart for a musical number to promote the newly released bag.

In recruiting a recognizable Hollywood star as contrast to its adoption of the traditional fashion model for this launch, the brand is reaching out to a wider audience who may more easily identify with the messaging. To do this, Chanel created a short film featuring Ms. Stewart in a musical number in an empty warehouse ([see more](#)).

The French fashion label proved 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 the handbag and fragrance inspired by her personality ([see more](#)).