

APPAREL AND ACCESSORIES

Chanel calls on French essence for latest Gabrielle handbag campaign

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Chanel's video featuring Caroline de Maigret for Gabrielle

By BRIELLE JAEKEL

France's Chanel is issuing a third installment of its promotion for the Gabrielle handbag style with a video that evokes the ethos of a French lifestyle.

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Caroline de Maigret, a French model, is the face for Chanel's latest video for its Gabrielle bag. Directed by French filmmaker Olivier Assayas, the film is a representation of the French lifestyle and a playful tool to connect with fans.

"Chanel is the definition of Paris," said Rony Zeidan, president and creative director at **RONY**, New York. "In fashion when you think of Paris, the first brand name that comes to mind is Chanel, the uber French hat maker turned designer, turned French style icon.

"Mind you nowadays there are several contemporary brands that have encroached on that title and exported the French nonchalant style across the world, so it is imperative that Chanel creates a collaboration with Caroline de Maigret, the voice of Parisian cool," he said.

"This collaboration comes in the form of a video that is shot in a nonchalant French way, without a story line or propose, other than a matter of fact Parisian coolness, having her wander around what seems to be her apartment in Paris with a hint of Gabrielle, the Chanel bag being top of mind."

Mr. Zeidan is not affiliated with **Chanel** but agreed to comment as an industry expert. Chanel was reached for comment.

French ethos

Set to the song "Girls in Paris" by Lee Hazlewood, the film shows Ms. de Maigret modeling the Gabrielle bag around a Parisian apartment.



Chanel's latest video for Gabrielle

The video begins with the model walking up a winding staircase in Parisian building. She looks in the direction of the camera, smirks and looks around. After poking her head out the video, Ms. de Maigret walks toward the camera again and continues looking around.

She discovers a date book with the phrase "Gabrielle" written across a page, in the campaign's font.

After putting her jacket across a rack in one room, Ms. de Maigret spots the Gabrielle bag in another room and smiles as she walks towards it. She puts the bag on and looks into the mirror as text saying, "Gabrielle" appears on the glass.

Ms. de Maigret walks out onto the balcony and takes in the cityscape, before walking over to sit on the desk and modeling the bag. Flashes appear as the camera view moves closer to the model, who then gets up and leaves the apartment with the bag.

Chanel's latest video for Chanel

Gabrielle

Shot entirely in black-and-white, the film is Chanel's third video for the Gabrielle bag. Each film shows a different personality of the bag, creating an eclectic campaign.

As well as the other campaigns, Karl Lagerfeld shot a still campaign of Ms. de Maigret for the bag's third campaign.

Chanel recruited brand ambassador Kristen Stewart for a musical number in the first promotion for the brand's newly released bag.

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 ([see more](#)).

Chanel reimagined typical branded with its second film, an illustration featuring a well-known face.

In the second Gabrielle campaign, Chanel painted 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 ([see more](#)).

"This video follows the path of several collaboration attempts with influencers, and it is no different than what other brands have done, but when a big name like Chanel does put out content of the sort, it gets the attention," RONY's Mr. Zeidan said.