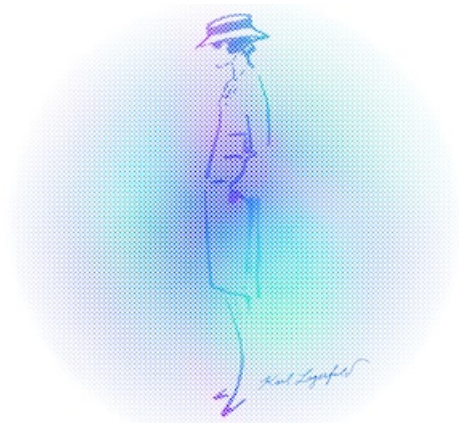


APPAREL AND ACCESSORIES

Chanel explains product origin stories in Seoul exhibit

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Promotional image for Chanel's Mademoiselle Priv exhibit

By STAFF REPORTS

Nearly two years after its London debut, French couture house Chanel is taking its "Mademoiselle Priv" exhibit to Seoul, South Korea.

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Originally showcased in 2015 at London's Saatchi Gallery, the public exhibit explores the spirit of brand founder Gabrielle Chanel and current creative director Karl Lagerfeld. Taking this exhibit on the road allows Chanel to share this particular story with a larger, global audience.

From London to Seoul

Mademoiselle Priv focuses on the origins of Chanel's haute couture, fine jewelry and N 5 fragrance.

The London exhibit showcased items that reflected both Ms. Chanel's inspirations and the way in which Mr. Lagerfeld has interpreted the house's codes since taking over.

Now, the brand is taking the exhibit on the road. Mademoiselle Priv will open at Seoul's D Museum from June 23 to July 12. As with London, the exhibit will have free admission, but consumers are required to book a time to visit through a dedicated mobile application.



Mademoiselle Priv poster

For the Korean iteration, Chanel is using email newsletters and messaging platform Kakao's Plus Friend feature to keep consumers updated on the exhibit.

While in London, interest for Mademoiselle Priv was high, leading to extended hours later in its run.

Chanel frequently hosts retrospective exhibits that focus on key aspects of its house. While some make multiple stops around the globe, others are site-specific.

Later this year, the brand is taking consumers inside the literary world of its founder through an upcoming Venice exhibit.

Being held from Sept. 17 to Jan. 8, 2017, "Culture Chanel: The Woman Who Reads" will look at Gabrielle "Coco" Chanel's relationship to books, making a connection between volumes and the woman they helped shape. This is the seventh in a series of Culture Chanel exhibits, which allow visitors to become more acquainted with the house and its original designer ([see story](#)).

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