

APPAREL AND ACCESSORIES

Latest episode of Inside Chanel focuses on quest for freedom

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Inside Chanel uses a bold aesthetic to tell its story

By STAFF REPORTS

The latest episode of French atelier Chanel's pseudo-documentary series on the life of founder Gabrielle "Coco" Chanel focuses on three verbs that the woman herself applied to every aspect of her life: conquer, master and love.

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These three make up the bulk of the video's almost stream-of-consciousness style. Inside Chanel has now reached 20 episodes and will continue exploring the philosophy of Ms. Chanel with successive storylines.

Words and meanings

Chanel has been running its popular Inside Chanel video series for several years now. Each video explores a different aspect of Ms. Chanel's life and philosophy, ranging from her thoughts on color, her biography and her design process.

The latest video in this series, chapter 20, takes a less literal approach to its subject matter: Chanel's quest for freedom.

By freedom, the brand means freedom from convention and artificial boundaries, something that Ms. Chanel strove to transcend in her work.

The video is presented in a stream-of-consciousness style, jumping from one aspect to the next in quick succession. The main focus of the video is on three words: conquer, master and love.

Inside Chanel, episode 20

As the video progresses, the narrator speaks about each verb and the ways that Chanel embodied them and how she used them to improve her craft and products.

To emphasize the verbal theme of the video, close up shots of text with definitions are displayed along with a more general collage-like visual style, emphasizing Ms. Chanel's eclectic interests.

The video ends with a title card that reads "To be continued" suggesting that Chanel's popular video series will continue for the foreseeable future.

Inside Chanel

All of the Inside Chanel videos have accrued massive view counts, many in the hundreds of thousands of views. Some of the most popular entries have included chapter 16, which covers Chanel's relationship with the camellia flower.

The fashion label has a long-term relationship with the beautiful scentless flower, and is painting a beautiful picture of its history for its more recent film. Inside Chanel details a variety of historic moments and chronicles Chanel's past, supporting a stronger relationship with fans ([see story](#)).

Other videos have focused more on the design process.



The video plays with a verbal theme

Chanel's "The Colors," the eleventh chapter of Inside Chanel, focuses on the shades that appear as a common theme throughout the label's fashion, accessories and beauty lines, emphasizing the consistency it has maintained, even with multiple designers at the helm ([see story](#)).

Other fashion brands are taking note of Chanel's success with this series and are producing their own historical series to compete, such as a recent one from Christian Dior.

Dior Stories is an online video series that taps into the history of the fashion house to help solidify an emotional connection to consumers. The first video details the story of how its founding designer Christian Dior transformed fashion after World War II, in a time when women were looking to reclaim their femininity ([see story](#)).

These video series help to flesh out the brand's philosophy and aesthetic and function as a key branding moment for consumers to identify more strongly with the fashion houses and the people who created the label.

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