

APPAREL AND ACCESSORIES

Chanel checks into the Ritz to tease Tokyo show reprise

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Video still from Chanel's Nana Komatsu film

By SARAH JONES

French fashion label Chanel is creating a bridge between Paris and Tokyo with help from a Japanese actress.

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Following its Mtiers d'Art show in Paris last December, the house is taking the collection on the road with a second runway presentation in Tokyo at the end of May. Teasing its cross-continent trip, Chanel filmed leading lady Nana Komatsu at the Ritz Paris in its hometown.

"Chanel featured this content on the Ritz Paris to invigorate a nostalgic emotion towards an elegant time that Lagerfeld called 'Paris Cosmopolite,'" said Dalia Strum, professor at the [Fashion Institute of Technology](#), New York. "It was an ideal setting to associate to the chic lifestyle that is portrayed."

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

Chanel concierge

Chanel's film debuted exclusively on the brand's Facebook page. Set to a bouncy soundtrack, the video opens as Ms. Komatsu enters her room with Chanel shopping bags in tow, slipping the "Do not disturb" sign on the door handle.

The actress approaches the closet, giggling to herself before opening the door and investigating the contents, which include a black skirt suit.

After running the bath and making a wardrobe change, the protagonist emerges on the balcony, taking in Paris from her perch. She sits down to tea, but then realizes the time and rushes out the door.

She runs down the hallway and into a cab. Hinting at a series, the brand notes that the content will be continued.

Chanel's Mtiers d'Art teaser

Chanel's Mtiers d'Art collection was shown at the newly refurbished Ritz Paris in December ([see story](#)). Aside from being steps away from the brand's headquarters in its hometown, the hotel holds significance for eponymous house founder Gabrielle "Coco" Chanel.

Ms. Chanel was a resident of the Ritz from 1937 through to her death in 1971. The designer's suite in the hotel has been preserved as an artifact, with some of her personal items including art still within its walls.



Gabrielle "Coco" Chanel at her suite at the Ritz Paris

Previously, Chanel has taken its Mtiars d'Art collection, shown during the pre-fall season, on the road to destinations such as Dallas, TX and Rome. While it has stayed in its hometown for this runway show, the brand is reprising the event in Tokyo on May 31, a tactic it has taken before to broaden the collection's audience ([see story](#)).

Journey to Japan

Even with economic turbulence in recent years, Japan has remained a frequent destination for luxury labels. Earlier this month, Louis Vuitton staged its cruise show at the Miho Museum nearby to Kyoto.

French atelier Christian Dior also expanded on its traditional presentation schedule with the introduction of the Esprit Dior collection. The Esprit Dior collection showed for the first time Dec. 11, 2014 in Tokyo, concurrent to the house's retrospective exhibit of the same name ([see story](#)).

Tokyo has also served as the inspiration or backdrop for marketing efforts.

Italian apparel and accessories house Gucci continued its campaign world tour for the fall/winter 2016 season, shooting its fashions on the busy streets of Tokyo.

Following the format of Gucci's recent ads, a Gucci-clad tribe descended on the city, enjoying their visit in a playful manner. In a convergence of film and still imagery, Gucci's campaign employed subtitles for both, allowing consumers to more easily place themselves within the scene ([see story](#)).

"Japan's luxury market is currently on the rise, currently positioned as the world's number two luxury market," Ms. Strum said. "It was a strategic casting by choosing a Japanese actress to build an emotional connection with her engaged audience.

"As Chanel's revenue has been on the uprise for the past few years in Japan, it's strategic to stage its Mtiars d'Art show a second time in Tokyo," she said. "This is a prime opportunity to continue to relationship build and increase loyalty within that market."