

APPAREL AND ACCESSORIES

Chanel vacations among the jet-set in Capri

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Chanel's pop-up in Capri will be open through Sept. 30. Image credit: Chanel

By STAFF REPORTS

French atelier Chanel is spending its summer in Capri, Italy with the brand's latest Gabrielle handbag in tow.

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Located on Via Vittorio Emanuele, Chanel opened the doors to its temporary summer shop in late July. During the summer months, luxury brands often head to holiday destinations where the jet-set gravitate toward to get away, with destinations in the Mediterranean coast being preferred.

Gabrielle heads to Capri

At the Capri store, Chanel presents its Gabrielle handbag in a summery setting.

The store also sells a selection of Chanel accessories and ready-to-wear pieces from the Paris Cosmopolite 2016/17 Miers d'Art collection.

The Chanel pop-up on the island of Capri will be open until Sept. 30.



Chanel's Gabrielle handbag comes in 3 sizes. Image credit: Chanel

In addition to being featured at its Capri pop-up shop, Chanel has spent ample time and energy in promoting the Gabrielle handbag style.

Named after its eponymous founder, the Gabrielle has been featured in a number of campaigns.

One such example is Chanel's reimagining of typical branded videos to promote the handbag with a film illustration featuring a well-known face.

For the campaign, Chanel painted a branded picture of popular model and actress Cara Delevingne in film. The animated film was a unique interpretation of advertising, which Chanel used to promote the bag across social media ([see story](#)).



Chanel's Gabrielle animated video. Image credit: Chanel

Also, Chanel highlighted the Gabrielle handbag style, with an eye on China, through a short film.

The video followed Chinese model and social influencer Liu Wen to a Chanel fashion show in Paris, highlighting the merging of European and Chinese visions of luxury. This video is only the latest in Chanel's Gabrielle series that recruits a wide and diverse array of stars for each short video ([see story](#)).