

APPAREL AND ACCESSORIES

Latest Inside Chanel installment explores Gabrielle's philosophy of life

August 22, 2017



Inside Chanel, the brand's multipart documentary series, continues. Image credit: Chanel

By DANNY PARISI

French atelier Chanel is continuing its multipart celebration of the life of founder Gabrielle "Coco" Chanel with the 21st chapter of its Inside Chanel series, focusing on the philosophy behind the famed designer.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The latest installment of Inside Chanel focuses on Ms. Chanel's design philosophy, boiling it down to three key verbs: seize, dare and create. The video series has been a continued draw for Chanel, providing a clean and engaging way for the brand to explore its own history.

Inside Chanel

Some of the biggest luxury brands in the world have long histories to them and there has been an emerging trend seeing these brands exploring their own history in a public way.

One of the most notable examples of this self-mythologizing comes from Chanel, whose Inside Chanel series has been exploring the life and ideas of its founder for more than 20 episodes now.

Each episode delves into a different aspect of the designer's life, and the number of episodes is a testament to the multifaceted nature of her work and life.



Gabrielle, The Pursuit of Passion. Image credit: Chanel

Previous episodes have focused on her background, biography and notable works. The most recent installment instead takes a look at her driving philosophy in an episode called "Gabrielle, The Pursuit of Passion."

Accompanied by frenetic visuals in black and white, the narration boils Ms. Chanel's philosophy down to the verbs seize, dare and create.

Through these three verbs, viewers can understand what Ms. Chanel's approach to life was, emphasizing her fiery personality and seeming inability to recognize failure as an option.

The video quotes her as saying "I've never done things by half. I either like them or I don't."

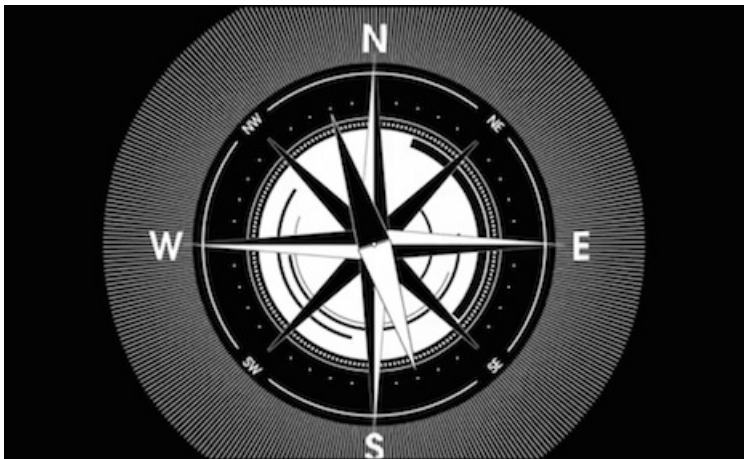
Visuals support this thematic throughline, showcased in clipped animated style, with images of a Venetian palace, a bouquet of white camellias and other objects significant to Ms. Chanel's legacy.

Seize, dare, create

This episode takes a more abstract view to chronicling Ms. Chanel, but previous episodes have focused on more concrete aspects of her life and work.

For example, another episode walked viewers through the history of the brand's relationship to the camellia flower from the perspective of the flower itself.

The fashion label has a long-term relationship with the beautiful scentless flower, and painted a beautiful picture of its history for that episode ([see story](#)).



Ms. Chanel always emphasized following your own compass. Image credit: Chanel

While the Inside Chanel documentary continues the brand's legacy of highly-produced, high production value video, Chanel has also taken time to focus in on more informal video content as well.

For example, Chanel is promoting its latest beauty collection with a candid video featuring Polish model Jac Jagaciak and Singaporean model Fiona Fussi.

In contrast to the brand's more highly produced video content, these shorts take a more personal, informal approach as Ms. Jagaciak and Ms. Fussi walk viewers through their processes for applying makeup. Throughout the videos, the two highlight different products from Chanel's new collection and talk at length about how they use it and why ([see story](#)).

Inside Chanel has been a successful ongoing campaign for the brand and the depth of personality and insight surrounding the brand's founder ensures that it will likely have many more episodes worth of content to explore before the series wraps up.