

RETAIL

Chanel bids farewell to Colette with expansive pop-up

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Inside Colette. Image credit: Colette

By STAFF REPORTS

French atelier Chanel is continuing its collaborative efforts with music producer Pharrell Williams to include a customized sneaker available exclusively at Parisian retailer Colette.

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Mr. Williams has appeared in a number of Chanel advertising campaigns, most recently for the Gabrielle handbag ([see story](#)), despite the brand not designing any menswear beyond cologne. On the creative front, Mr. Williams has also composed a song for Chanel film directed by creative director Karl Lagerfeld, ([see story](#)), but this collaboration marks the first purchasable good.

Collaborating for Colette

Per WWD, Mr. Williams has teamed with Chanel to design an Adidas Hu NMD sneaker. The sneaker, which has not yet been officially unveiled, is part of a greater Chanel pop-up at Paris' Colette.

Colette announced over the summer that on Dec. 20 it would close its doors after twenty years in business ([see story](#)). Mr. Lagerfeld has reportedly been Colette's number-one client for the last two decades.

Fittingly, Chanel will host a month-long pop-up shop from Oct. 30 to Nov. 25 as a farewell to the Paris retailer.

The Mr. Williams-designer shoe will be accompanied by limited-edition T-shirts designed by Mr. Lagerfeld and a music by Michel Gaubert, the composer behind Chanel's runway shows.

Chanel will also include pieces from its fall collection starting Oct. 30 and items from cruise on Nov. 6. Chanel-owned cashmere brand Barrie, will be featured in the pop-up as well where it will display fall knitwear.



Karl Lagerfeld sketch for the Chanel x Colette pop-up. Image credit: Karl Lagerfeld

To tie together available products and Chanel happenings, the Colette pop-up's design sourced its inspiration from the atelier's Ancient Greek-themed cruise presentation. According to WWD, this will consist of a draped ecru canvas with Plexiglas displays to showcase the brand's apparel and accessories.

For the month-long initiative, Chanel will also program a series of events.

Calendar highlights include a style talk with Chanel ambassador Caroline de Maigret and a biweekly podcast hosted by fashion journalist Daphn Hzard. During the podcast, Ms. Hzard will invite friends from film, literature, music and dance to participate.

Lucia Pica, Chanel's creative makeup and color designer, will hold a talk on beauty. Every Friday for the duration of the event, Chanel will hold beauty workshops.

Chanel has also invited American graffiti artist Futura 2000 to create a live-action painting and has scheduled a concert by French-Cuban group Ibeyi.

Proceeds of the Colette pop-up are reportedly planned to benefit the Chanel Foundation, the atelier's nonprofit dedicated to the support of women as agents of social change.

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