

JEWELRY

Chanel touts timepieces, empowerment at feminine club

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Promotional image for Chanel's Coco Club. Image credit: Chanel

By STAFF REPORTS

French fashion house Chanel made over the gentleman's club concept for ladies in a New York pop-up.

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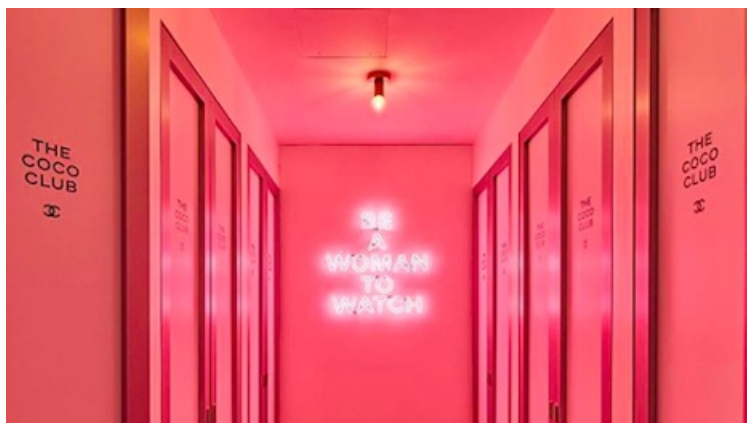
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Dubbed the Coco Club, the experience took over women's co-working space The Wing in SoHo, offering activities such as ping-pong and poker. Inspired by its Boy.Friend watches, the club invited women to "take time on [their] terms."

Welcome to the club

Chanel christened its temporary space with a private party. The club was then open to the public with free registration on Nov. 12.

When visitors first entered, they had their photo taken for identification and were handed a golden membership card. Visitors could then explore various areas including a café, a library, beauty room and game room.



Inside Chanel's Coco Club. Image credit: Kravelist

A numerologist was also on-hand to give readings to the club's "members."

Providing inspiration for Instagram, the space included features such as novelty telephone booths.

Chanel's pop-up was a promotion for its menswear-inspired Boy.Friend timepieces. The pop-up included a "Boyfriend Bar" display of the watches.

The club concept has previously been used by Chanel to invite consumers into its world.

Last year, Chanel gave Californians the Hollywood treatment in a pop-up beauty installation.

"I Love Coco," timed to coincide with the Academy Awards, was hosted at the Chateau Marmont's bar and restaurant, evoking the feel of a private club. Branded experiences are often the best way to launch a beauty line, as it allows consumers to interact with products in an immersive way ([see story](#)).

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