

APPAREL AND ACCESSORIES

Chanel fetes symbols of femininity, antiquity at ephemeral Nordstrom boutique

November 29, 2017



Chanel x Nordstrom will run Nov. 29 to Dec. 10. Image credit: Nordstrom

By STAFF REPORTS

French atelier Chanel is bringing its homage to Greek architecture to downtown Seattle through a temporary boutique at department store Nordstrom's flagship.

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On Nov. 29, Chanel unveiled the Chanel x Nordstrom pop-up shop, the brand's second temporary store held in the United States. Located on the second floor of Nordstrom's Pine Street store, the ephemeral concept reflects the theme of Chanel's "The Modernity of Antiquity" cruise 2017-18 collection, shown at Paris' Grand Palais in May.

Between the columns

Chanel has two permanent shops within Nordstrom's downtown Seattle flagship. The first is focused on accessories, while the second is dedicated to ready-to-wear.

For the Chanel x Nordstrom ephemeral store, Chanel's preferred term for pop-up, the French atelier worked closely with Nordstrom's Olivia Kim, vice president of creative projects.

The temporary store features four sets of columns constructed of metal wires including rose gold, copper, bronze and beige gold.

A nod to Greek columns, the structures evoke a spirit of lightness as well as separate the space into four points of discovery.

Chanel x Nordstrom's four distinct areas have a curated mix of ready-to-wear, costume jewelry, footwear and handbags from the cruise 2017-18 collection. The pieces featured within the boutique are only available in-store, and will not be sold via Nordstrom ecommerce.



Chanel's cruise 2017-18 collection was inspired by Greece. Image credit: Chanel

The space's atmosphere is heightened by pastel-colored linens positioned throughout the boutique, recalling the early morning light of Greece. The linen scrims also create a backdrop that speaks to the collection's femininity.

Ready-to-wear is displayed on linen bust forms in earthen tones to "highlight the goddess-like elegance" of Chanel's collection and its metallic Gabrielle handbag styles sit on metal shelves and mirrored podiums.

A central area, located between the four column structures, houses a wood and metal high-top table where Chanel's cruise collection costume jewelry will be on view. The collection marries the symbols of Greek antiquity with Chanel's iconic codes.



The Chanel x Nordstrom ephemeral boutique is on the department store's second floor. Image credit: Nordstrom

The Chanel x Nordstrom ephemeral boutique will be open from Nov. 29 through Dec. 10.

While Chanel has had a number of ephemeral boutiques internationally, this is only its second utterance for U.S. consumers.

Nordstrom was also successful in teaming with French leather goods maker Hermès for a shop-in-shop promoting the brand's silks and jewelry.

Also held at the downtown Seattle flagship, the Nordstrom-Herms collaboration marked the first time the French brand had partnered on a pop-up shop with a retailer. In the past, Herms staged its own monobrand pop-ups, but opted to steer away from department store-based temporary stores ([see story](#)).

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