

FRAGRANCE AND PERSONAL CARE

Chanel shares 2018 resolutions with Paris metro riders

December 26, 2017

ARRÊTEZ-VOUS
AU ROUGE



EN 2018 OSEZ.

Chanel's En 2018 Osez as reads "Stop at red" and features Rouge Allure lipstick. Image credit: Chanel

By STAFF REPORTS

French atelier Chanel took to Paris' public transportation system to offer sage advice alongside its beauty offerings.

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

Between Dec. 19-25, Chanel placed French-language advertisements in the Paris metro system as passersby hurry to their destinations. In the digital age where consumers most often interact with luxury brands on mobile devices, the value and effectiveness of out of home marketing is not as apparent as it once was, but the practice is still used as an awareness tactic ([see story](#)).

Dare to be independent

The "En 2018 Osez," meaning "In 2018 Dare" in English, was placed within the Paris metro system for a very limited time.

Although the ads were only up for days, due to the holiday season, it is likely the campaign saw more viewers than it would have if it was executed at another time of year.

Chanel's out-of-home beauty campaign included resolutions alongside popular products from the atelier's color cosmetic and skincare lines.

For example, one unit written in French, read, "Stop at red" in Chanel's signature black font.

Below the text is a tube of red Rouge Allure lipstick, the En 2018 Osez tagline and Chanel's logo. Smaller lettering directs consumers to Chanel's Web site for more information about the featured product.

**MAQUILLEZ
VOS FAIBLESSES
(JAMAIS VOS ÉMOTIONS)**



**EN 2018 OSEZ.
CHANEL**

LES BEIGES POWDER COMPACT © 2018 CHANEL

Chanel's En 2018 Osez ad reads, "Makeup your weakness (never your emotions)" with a Les Beiges compact. Image credit: Chanel

Additional phrases and product pairings include "Make a statement with the most care" with a jar of Sublimage cream below and "Long live love and water," which shares an ad unit with Chanel's N 5 L'Eau fragrance.

Others read "Call things by their name," "Take things in hand" and "Makeup your weaknesses (never your emotions)."

According to Thomas du Pr de Saint Maur, director of creative resources at Chanel Perfumes Beauty and Watches Jewelry, Chanel's subway messages are meant to suggest that independence, freedom and success comes from having control over one's own life, as brand founder Gabrielle "Coco" Chanel did.

Spanish fashion house Loewe has taken a similar approach to out-of-home placement in Paris by positioning its ads on the sides of newspaper kiosks throughout the city ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.