

APPAREL AND ACCESSORIES

Chanel becomes sole sponsor of Grand Palais restoration

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Chanel's ready-to-wear autumn/winter 2017 show set at the Grand Palais. Image credit: Grand Palais

By STAFF REPORTS

French couture house Chanel is showing its commitment to the Grand Palais by serving as the exclusive sponsor of the exhibition complex's restoration.

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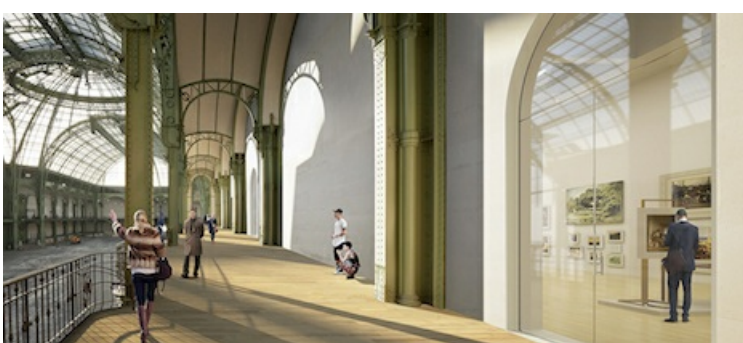
Paris' Grand Palais has served as the venue for Chanel's haute couture and ready-to-wear shows since 2005. This project offers Chanel an opportunity to further support its heritage and hometown as well as a historic site that has been a part of its own brand story over the years.

Restoration process

The Grand Palais was originally built for the Universal Exhibition in 1900. Since its original construction, most of the structure has not been renovated, with the exception of its glass-topped nave, the Galerie Sud-Est and the Salon d'Honneur.

Distinguished as a historical monument in 2000, the Grand Palais is now getting a makeover. It will close in December 2020 for construction that will focus on returning some of the aspects of the original structure, such as the interior light and height.

As part of the project, the Rue de Palais will be extended through the structure's basement, providing a connection between the various spaces within the Grand Palais, which were previously separate.



Rendering of the Grand Palais' restoration plan. Image credit: Grand Palais

The restoration will also clean up the outdoor areas around the Grand Palais to provide better walking paths around the Champs-Élysées.

Both the Grand Galleries and the Rue de Palais are expected to open in 2023, with the Palais de la découverte opening in 2024.

In addition to serving as a cultural center, the Grand Palais' Nave will host events such as fencing and taekwondo during the 2024 Olympic Games in Paris.

Building on a long-term relationship with the Grand Palais, Chanel is becoming the exclusive and historic sponsor of the structure's renovation. Per Women's Wear Daily, the house is donating 25 million euros, or about \$31 million, to the Grand Palais.

In honor of its support, the entrance to the Nave will be named after Gabrielle Chanel, the house's founder.

The 466 million euro, \$573 million at current exchange, project is also being supported by the Ministry of Culture and endowments from the Grand Investment Plan.

During construction Chanel will have to find alternative venues for about 10 of its fashion shows. Over the years, the brand has turned the vast Grand Palais into everything from a supermarket to a space station.

Chanel is also honoring its founder's impact on fashion in an enduring way.

Through Chanel's support, the Palais Galliera will create a permanent exhibition space dedicated to fashion history from the 18th century on. Slated to open late in 2019, this sponsorship will allow the museum to invite visitors throughout the entire year ([see story](#)).

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