

APPAREL AND ACCESSORIES

## Chanel's Camlia women rebel for jewelry over flowers

February 14, 2018



*Chanel is presenting an alternative to flowers. Image credi: Chanel*

By BRIELLE JAEKEL

French couture house Chanel is catering to women who do not define themselves as dainty in a campaign that encourages gifting of its jewelry instead of flowers this Valentine's Day.

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"Not A Flower" is Chanel's latest campaign for its Camlia collection that spans a variety of platforms. With various short vignettes and images, Chanel is painting a picture of a more unconventional woman who does not play by the rules.

### Camellia campaign

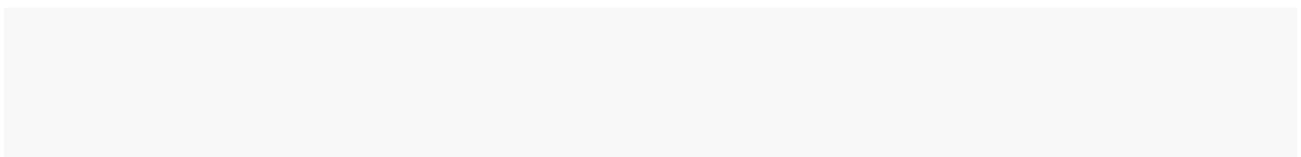
Chanel's new campaign preaches, "This Valentine's Day, give her a camellia, NOT A FLOWER," throughout social media, print and television.

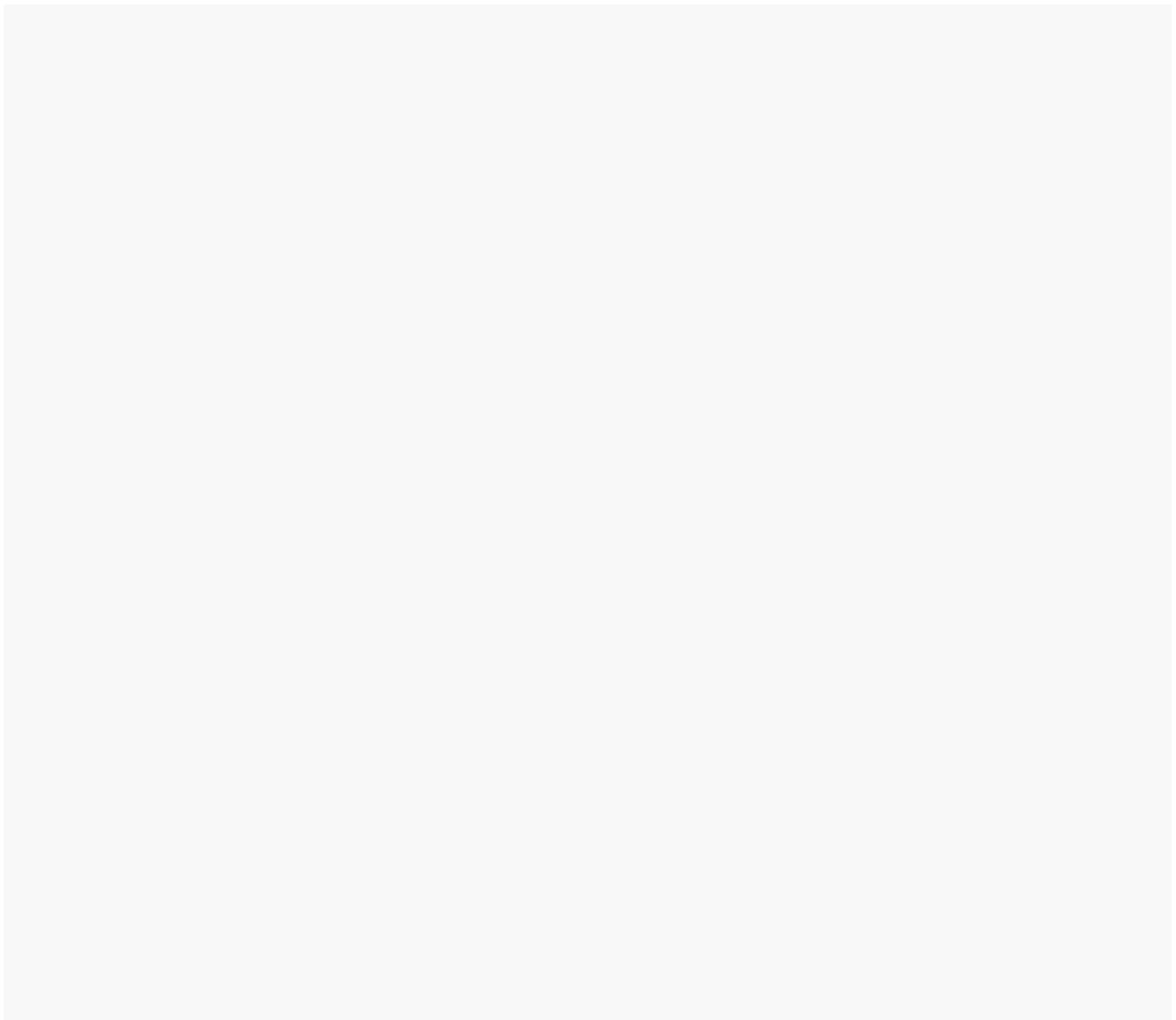
One clip of a woman pulling her fully clothed significant other into a bathtub with her has been heavily sponsored by the brand.

The video is supported by a series of other content with similar cinematography and narrative that evokes the same image.

Another clip features a slow pan of swimming pool, where a woman's arm can be seen leaning on the ledge. She is wearing a watch and tapping her fingers.

Once she is in full view, it is revealed that she is fully clothed. The vignette's score is indicative of an action film.



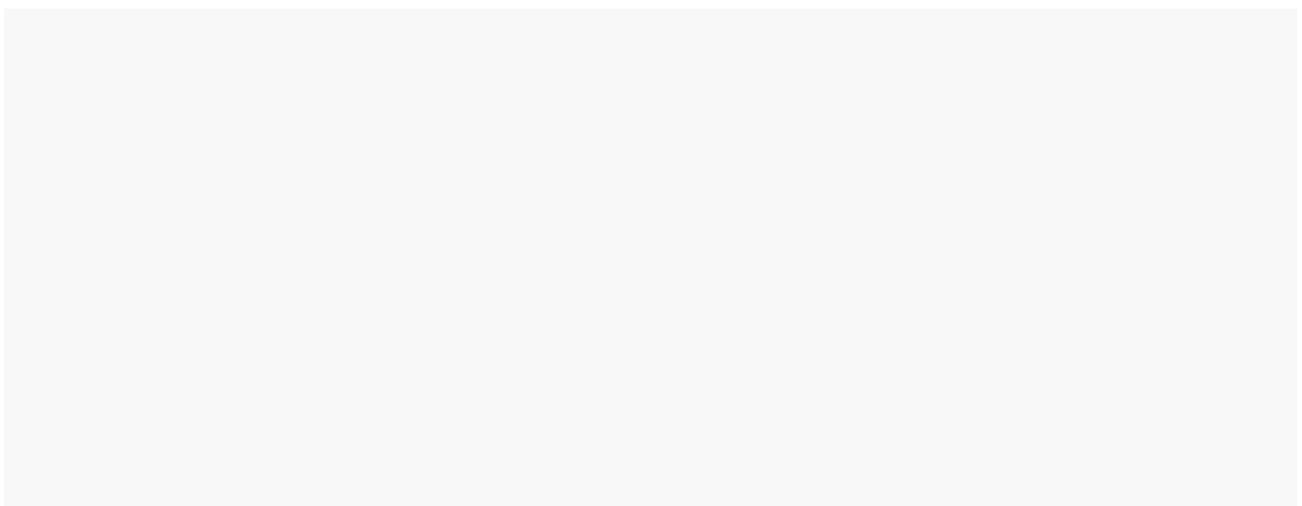


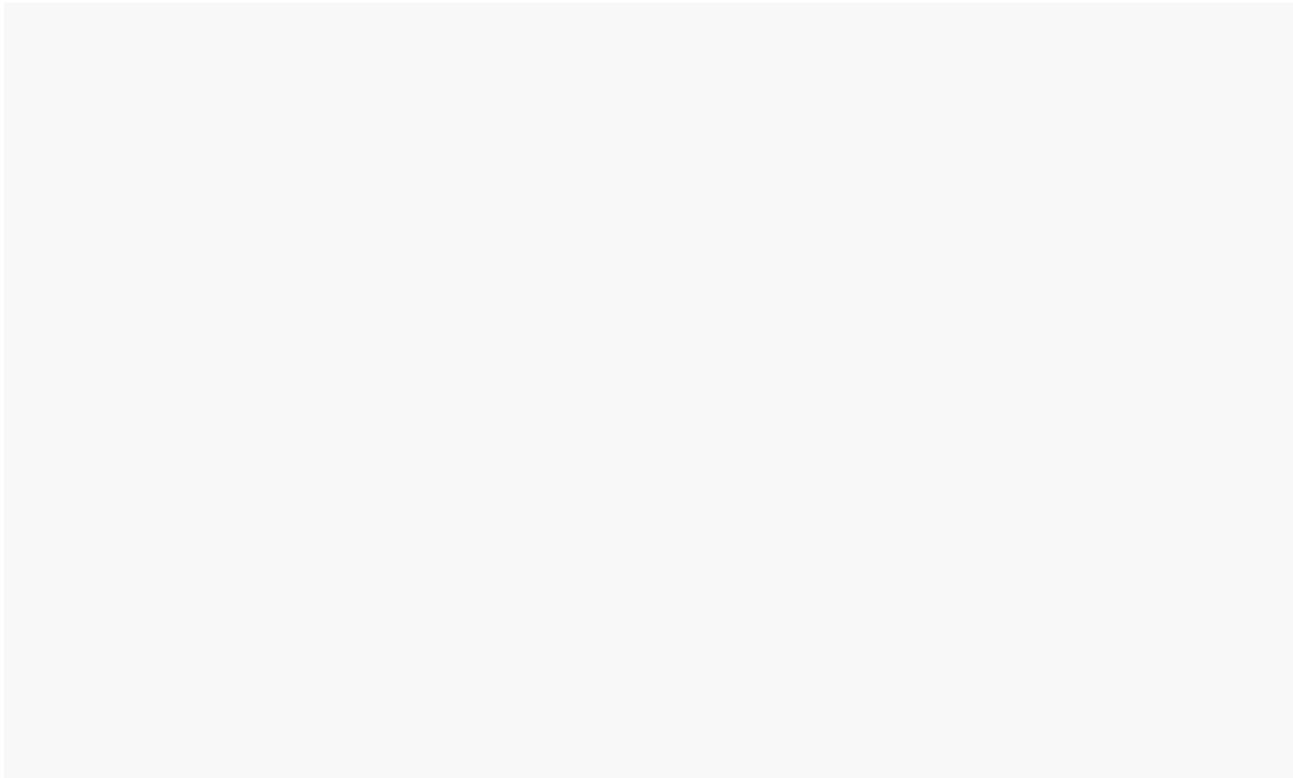
NOT A FLOWER, a camellia. @almajodorowsky #CameliaCollection #ChanelFineJewelry

A post shared by CHANEL (@chanelofficial) on Feb 3, 2018 at 2:04am PST

Chanel has shared another video with a woman in the driver's seat of a parked car, rolling down the window. She looks up seemingly impatient as the camera moves on to reveal a reflection in the backseat window.

Viewers are able to roughly make out that this a cop and she is being pulled over.





NOT A FLOWER, a camellia. @almajodorowsky #CameliaCollection #ChanelFineJewelry

A post shared by CHANEL (@chanelofficial) on Feb 4, 2018 at 2:08am PST

Other clips feature a woman clad in Chanel Camlia jewelry taking a chainsaw to a hedge or digging her nails in a man's back as they slow dance.

#### Chanel campaigns

The fashion label is well versed in adopting various campaigns to appeal to consumers with video shorts and images.

For instance, Chanel continued to bridge the gap between East and West in its ongoing Gabrielle handbag campaign with a new short film starring South Korea's G-Dragon.

Previous Gabrielle short films have drawn on stars from a variety of disciplines and countries, all united around the concept of the Gabrielle bag, named for Chanel founder Gabrielle "Coco" Chanel. After drawing on prominent Chinese icons for starring roles, Chanel recruited a Korean singer, rapper and fashion icon ([see more](#)).

The French atelier also continued its multipart celebration of the life of founder Gabrielle "Coco" Chanel with the 21st chapter of its Inside Chanel series, focusing on the philosophy behind the famed designer.

The installment of Inside Chanel focuses on Ms. Chanel's design philosophy, boiling it down to three key verbs: seize, dare and create. The video series has been a continued draw for Chanel, providing a clean and engaging way for the brand to explore its own history ([see more](#)).

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