

APPAREL AND ACCESSORIES

Chanel celebrates musical roots via Apple Music partnership

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Chanel brings its runway soundtracks to iPhone users' devices. Image credit: Chanel.

By STAFF REPORTS

French fashion label Chanel is intertwining two artistic outlets to extend the reach of its fashion show.

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The house has partnered with Apple Music to launch an official playlist. Through this, fans of Chanel can now surround themselves with the feeling of its fashion shows outside of the runway through music.

Music in fashion

Chanel has launched an official curator page on the subscription-based music-streaming platform.

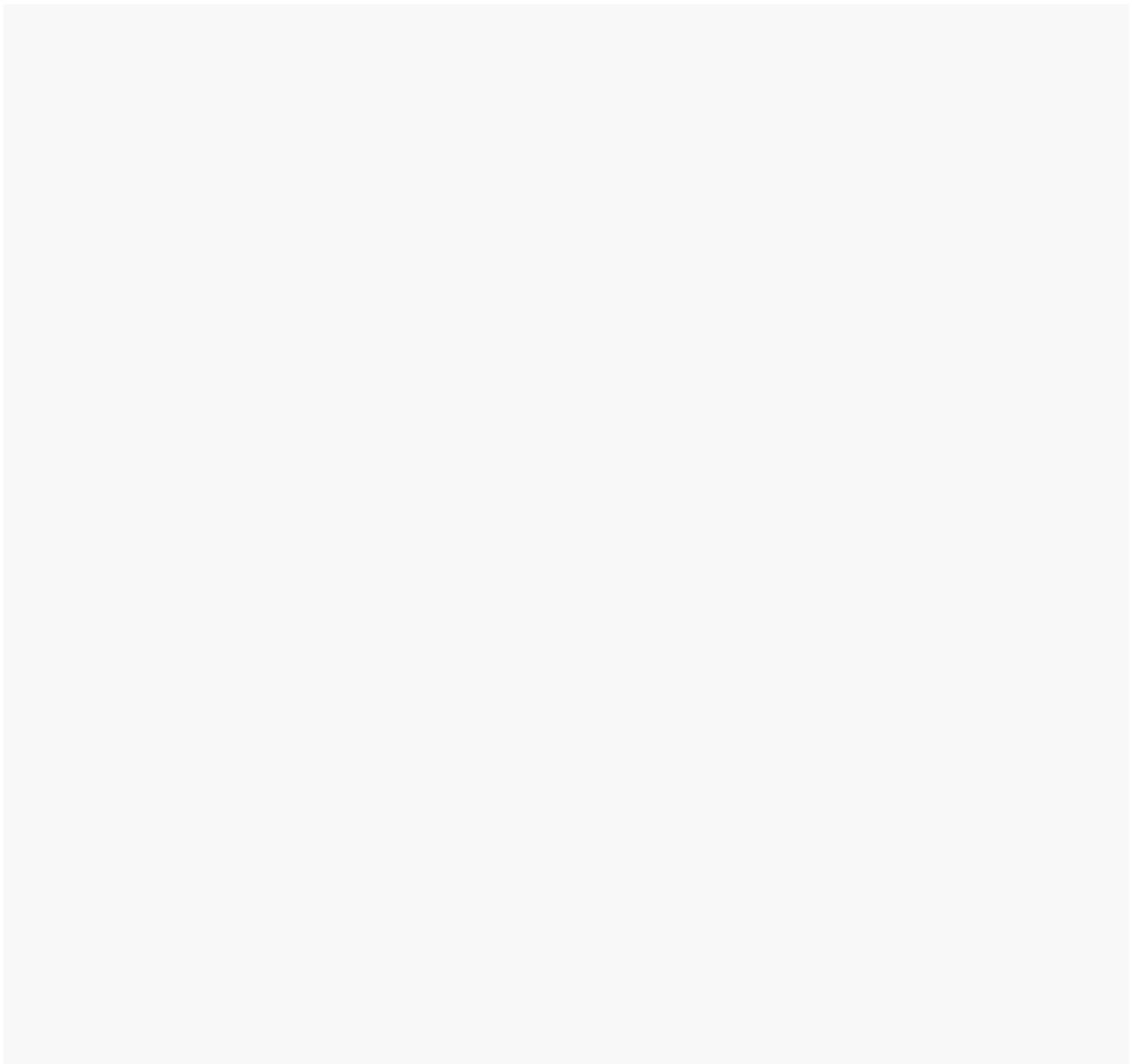
Coming pre-downloaded on every iPhone users' device, Apple Music has become increasingly popular with music fans.

The application allows users to play any song, album or playlist on the platform they like at anytime or download it to their phones.

Chanel is hoping to connect with its fans through a sponsored partnership with Apple Music. The label has curated a playlist featuring a series of songs that have made the soundtracks of its shows.

Fashion and music have always had a close relationship and runway shows are heavily integrated with the score that supports them. Chanel is now allowing fans and Apple Music users to take with them the feeling and sound of its shows, past and present.

Among its Show Soundtracks playlists, the brand has also teamed up with a series of celebrities and influencers to create curated playlists that celebrate Chanel's ethos. Influencers Pharrell Williams, Sebastien Teller, Ibeyi and Caroline de Maigret have all created song lists on Chanel's Apple Music channel.



The House shares the latest show soundtracks created by Michel Gaubert on Apple Music through link in bio.
@michelgaubert #TheSoundofCHANEL

A post shared by CHANEL (@chanelofficial) on Feb 16, 2018 at 9:05am PST

While this may be a first for Chanel, the label has always greatly valued music as part of its brand ethos and fashion shows.

For instance, last April Chanel recruited brand ambassador Kristen Stewart for a musical number to promote the brand's newly released Gabrielle bag.

The bag's name is meant to honor the fashion house's founder Gabrielle "Coco" Chanel. In recruiting a recognizable Hollywood star as opposed to a more traditional fashion model for this launch, the brand reached out to a wider audience who may more easily identify with the messaging through a music video ([see more](#)).

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