

INTERNET

## Chanel chooses gender ambiguity with Fall/Winter 2011 campaign

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By KAYLA HUTZLER

French fashion house Chanel released a new video for its pre-Fall/Winter 2011 campaign that highlights the androgynous trend that has recently taken over the fashion world.

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The new video directed by Karl Lagerfeld plays on the thin line between masculine and feminine, which has also been the focus for other luxury brands. The video illustrates the power that clothes can have on first impressions.

“The androgynous fashion looks arise from the androgynous nature of the fashion industry,” said Pam Danziger, president of Unity Marketing, Stephens, PA.

“Gender lines are much more fluid in the fashion industry, so it isn’t surprising that designers are bringing that sensibility into their work,” she said.

Ms. Danziger is not affiliated with [Chanel](#), but agreed to comment as a third-party expert.

Chanel numbers high

The video, entitled *Evanescent Metamorphoses*, follows model Kristina Salinovic as she transforms from an ambiguous gender to a more clearly female character.

Mr. Lagerfeld accomplishes this journey through clothing and accessories, making each

look more feminine.

Through the different outfit changes, numerous items from the Chanel collection are highlighted.

The first look features the Chanel double-breasted felt coat that exudes a masculine vibe.



A tweed jacket and dress ensemble is the middle ground for the transformation.

The last, and most feminine look, is a silk crepe cocktail dress and heart-shaped earrings.

A signature quilted lambskin Chanel clutch with a gold chain is also featured in one of the last scenes of the video.

With a tranquil, breathy soundtrack and transition frames in a hazy, blurry view, the video attempts to embody a dreamlike atmosphere.

Gender bender

The video is available on the Chanel News site at <http://chanel-news.chanel.com/en/>.

Shoppers can also view the collection through a tab on the Chanel site, which features all of the looks from the video in a series of fuzzy snapshots that consumers can scroll over

and click on to receive product information.



The theme of androgyny has been popping up all over the fashion world as of late.

Other brands such as Dolce & Gabbana are also playing up the line between masculine and feminine in their Winter 2012 campaign ([see story](#)).

Additionally, Marc Jacobs and Jean Paul Gaultier embraced the theme early on, featuring androgynous-looking male model Andej Pejic in their Spring/Summer campaigns.

Mr. Pejic has also been the star of numerous magazine editorials world-wide including Vogue, Dossier and L'Oficiel.

However, designers need to be wary of taking the trend too far and confusing or putting off consumers, according to Ms. Danziger.

“I think there is real danger for designers going too far over the androgyny edge because there are an awful lot of curvy women graced with rounded hips, defined waist and generous bust lines who simply can’t pull off a boyish look without looking foolish,” Ms. Danziger said.

“Not to mention wasting all that beautiful femininity and sexiness,” she said.

Final Take

*Kayla Hutzler, editorial assistant on Luxury Daily, New York*

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