

APPAREL AND ACCESSORIES

Chanel debuts ski designs with Margot Robbie-fronted ads

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Margot Robbie is the face of Chanel's Coco Neige campaign. Image credit: Chanel

By STAFF REPORTS

French fashion label Chanel is gearing up for the winter months with the launch of a skiwear line.

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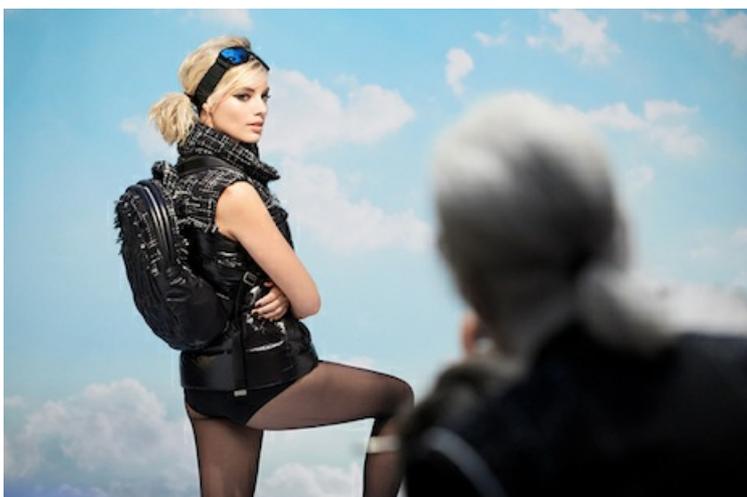
Promoting the debut of the first Coco Neige collection in stores, Chanel shot an advertising campaign featuring brand ambassador Margot Robbie. While this is a new line for Chanel, Coco Neige is based on the house's heritage.

Skiing in style

Chanel creative director Karl Lagerfeld photographed the campaign for Coco Neige. In the images, Ms. Robbie poses while wearing looks from the winter sports line in front of a sky backdrop.

Among the designs in the collection are lambskin mittens, a brooch shaped like a ski boot and handbags covered in ivory wool.

Coco Neige includes apparel for on and off the slopes, including fair isle sweaters and nylon pants.



Karl Lagerfeld shot the Coco Neige campaign. Image credit: Chanel

House founder Gabrielle "Coco" Chanel was a fan of winter sports. The designer spent time vacationing in St. Moritz in the 1930s, and would ski in Chanel looks.

Ms. Chanel's wardrobe of wool pants helped to usher in ski looks for women with more ease of movement.

Ms. Robbie became a Chanel ambassador earlier this year. The "I, Tonya" actress stepped onto the red carpet before the Academy Awards on March 4 in a specially made Chanel dress, designed by Karl Lagerfeld himself ([see story](#)).

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