

APPAREL AND ACCESSORIES

## Chanel exhibits how its brand was shaped by themes of Venice

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*Inside Chanel shows Gabrielle Chanel's time in Venice*

By BRIELLE JAEKEL

French fashion label Chanel is continuing its string of film episodes detailing its history and the inner workings of its business with a new installment that takes viewers to Italy.

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"Chapter 24, Venice" is the latest short film within the Inside Chanel series, which takes a look at house founder Gabrielle Chanel's time in the Italian city. Cited as the greatest source of her inspiration, her time in Venice is documented as the designer fled to the country after losing the love of her life.

"Film is an easy way that brands can let consumers inside their brands, and showing off pieces of its brand is a sure fire way to establish a strong brand connection," said Chris Haverford, associate at [Making Media](#). "Taking fans into the history of Chanel is one way that the brand can be sure to make a strong following of loyal, receptive fans."

### City of inspiration

In 1920, the namesake founder relocated to Venice, where she was enticed by the importance of art as well as the mystery of the museums. The film notes that "this beauty is a shock and comfort" to her.

Her close friend, Misia Sert and Ms. Sert's husband, Jos-Maria Sert, accompanied her during her time in Italy.

The emblem of the city, a lion, which is also her star sign, is what captures Ms. Chanel's attention the most.

She became a fixture in Venice while also running her flourishing company. Her presence is one of the notable influences that transformed Venice into a fashionable beach town.

The fashion icon was known for wearing stylish beach pajamas, white linen suits and evening gowns, but never shorts.

Ms. Chanel secretly funded a ballet production and the funeral of its founder and her friend, Sergei Diaghilev, who died in 1929. Both Ms. Chanel and Ms. Sert traveled with the gondola taking him to his final resting place.

Whenever the fashion icon was not staying in Venice, she brought the city with her, decorating her apartment with ornate lions and other Venitian designs.

The film states that she kept these items as "guardians of her inspiration."

### *Chanel's latest Inside Chanel*

#### Inside Chanel

The French fashion house also took a look back at the opening of one of its first couture stores in Biarritz with a previous episode of its Inside Chanel series.

The episode, similarly to the rest of the series, uses the life of Gabrielle "Coco" Chanel as a way of exploring the history of the label and the founder's experiences that shaped the brand into what it is today. Older legacy houses such as Chanel have the advantage that they can mine their own history for engaging content to educate customers on the brand's values ([see story](#)).

Chanel also transported consumers to another place and time to delve into the inspiration behind its founder's trailblazing designs for its 22nd chapter.

The previous installment of the brand's series centered on Deauville, France, the coastal resort that influenced Gabrielle "Coco" Chanel's freeing take on fashion. Inside Chanel offers snapshots of the brand's history, explaining the origins of house codes and philosophies through film ([see story](#)).

"Many fashion brands are taking similar approaching in which film is a tool used to share insights of its brand," Mr. Haverford said. "Inside Chanel takes a thematic strategy to filmmaking, and keeps its brand alive through the artistry of the film."

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