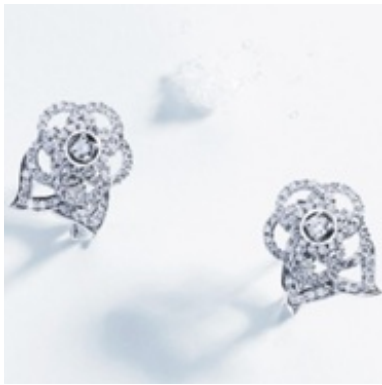


IN-STORE

Chanel pays homage to founder's favorite flower in latest jewelry collection

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By KAYLA HUTZLER

French fashion house Chanel's latest fine jewelry collection Camelia Brode, debuting this December, emphasizes the brand's legacy and founder Gabrielle "Coco" Chanel.

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The collection pays homage to Chanel with an emphasis on her favorite flower, the camellia. However, pricing may be key to broader consumer acceptance in this market.

"The products should not be outrageously expensive," said Al Ries, president of Ries & Ries, Roswell, GA.

"Even women with plenty of disposable income hate to be seen as big spenders in an economy with so many people out of work," he said.

Mr. Ries is not affiliated with Chanel, but agreed to comment as a third-party expert.

Chanel declined comment for this article.

Flower power

The camellia, Chanel's favorite flower, is presented in white gold, diamonds and pearls

for the new line.

The flower is found in a majority of the new collection's 34 pieces, comprising necklaces, earrings and bracelets.

The new take on the camellia is extremely delicate in thin silver, plated in small diamonds, pearls and white gold.

The price points for the new collection range from \$5,000 to \$10,000.

Chanel would most likely approve of the new collection's delicacy since her favorite aspects of the flower was its elegance and geometric circularity, per the brand.

Also, diamonds were her favorite stone due to their eternal and inalterable structure.



Many of Chanel's favorite symbols are still an intricate part of the brand's designs.

For instance, the brand's iconic logo of two interlaced Cs was inspired by stained glass windows from the orphanage where Chanel grew up ([see story](#)).

Chanel's current Ultra jewelry collection, which features black and white ceramic, were for the founder's two favorite colors because between the two they "express everything."

The currently-available Comete collection is based off Chanel's original 1932 "comète" necklace that was inspired by the Parisian sky.

Watch it

Sticking to the brand's traditional and historical symbols is a good move for Chanel, according Mr. Ries.

"With a classic brand like Chanel, it would be a mistake to make too many changes over the years," Mr. Ries said.

"They should design jewelry products that stay the same for possibly decades," he said.

"Look at the success of a high-end watch like Rolex.

"Today's models look pretty much the same as the ones Rolex marketed decades ago."



As for how-to market the latest collection, perhaps the brand should consider images of the now-iconic founder herself.

However, the price points will be the ultimate challenge this holiday season as many gift-giving consumers will be hesitant to spend too much.

"As for Chanel's new collection, the challenge will be to recognize that the jewelry market is very different now than it was pre-recession," said Pam Danziger, president of Unity Marketing, Stephens, PA.

"I think the brand needs to be very careful about their prices, opting for something more affordable, rather than too dire," she said.

Final Take

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