

JEWELRY

Chanel rewrites Coco's codes in independent effort

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Chanel's Coco Crush campaign. Image credit: Chanel

By STAFF REPORTS

French fashion label Chanel is rethinking some of house founder Gabrielle "Coco" Chanel's rules to live by in a campaign featuring one of its modern muses.

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Actress Keira Knightley is revisiting her role as the face of the brand's Coco Crush jewelry line. In a series of shorts, the spokesmodel explains where she diverts from Ms. Chanel in jewelry philosophy, presenting an independent image for the collection.

Contemporizing Coco

Chanel's Coco Crush campaign first tackles a quote from Ms. Chanel, who said, "I am all for what is unseen." In a voiceover, Ms. Knightley says, "As for me, I'm for what can be seen."

The actress models an armful of bangles from the collection, backing up the idea of the visible.

Ms. Chanel is also known for espousing a less-is-more attitude towards accessorizing. The second Coco Crush film opens with Ms. Knightley delivering the designer's quote, "Always remove, never add."

She then proceeds to stack rings on her fingers, as she can be heard saying, "I always add, I never remove."

Another short investigates Ms. Chanel's words, "Every time I've done something reasonable, it's brought me bad luck." Ms. Knightley says that she is proactively strategizing for favorable fortune, a nod to her chosen Coco Crush jewelry as good luck charms.

Each of the films ends with the tagline "My way, my allure."

Coco Crush campaign

While jewelry can be a very traditional hard luxury category, Chanel has been reaching out to modern women with independently-minded campaigns.

For instance, Chanel catered to women who do not define themselves as dainty in a campaign that encourages

gifting of its jewelry instead of flowers this Valentine's Day.

"Not A Flower" is Chanel's latest campaign for its Camlia collection that spans a variety of platforms. With various short vignettes and images, Chanel is painting a picture of a more unconventional woman who does not play by the rules ([see story](#)).

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