

APPAREL AND ACCESSORIES

Pharrell Williams turns designer for Chanel

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Pharrell Williams at Chanel's Bangkok show. Image credit: Chanel

By STAFF REPORTS

French fashion house Chanel is furthering its collaboration with musician Pharrell Williams through a capsule collection.

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The recording artist and producer has been a face of the brand for a few years, appearing in campaigns and wearing the label on the red carpet. According to Women's Wear Daily, Mr. Williams has partnered with the brand on a collection for the spring/summer 2019 season.

Pharrell for Chanel

Mr. Williams has long been a friend of both Chanel and its creative director Karl Lagerfeld.

In 2014, Chanel enlisted Mr. Williams to star in a film directed by Mr. Lagerfeld. For the film, the musician composed the original song "CC The World," which served as the short's soundtrack ([see story](#)).

Chanel also took a rebellious stance on gender norms by selecting Mr. Williams as the face of the Gabrielle handbag style. This was the first time Chanel made him an ambassador for a handbag ([see story](#)).

Last year, Mr. Williams also teamed with Mr. Lagerfeld on a sneaker design with Adidas ([see story](#)). Produced exclusively for Colette in a series of 500, the \$1,160 shoes received resale rates that around \$10,000.



From left to right: Karl Lagerfeld, Pharrell Williams and Justin Timberlake, who bought the first pair of Chanel sneakers. Image credit: Colette

The latest in Chanel's collaborations with Mr. Williams is a capsule collection ready-to-wear and accessories. Set to drop on March 29 exclusively in Seoul, South Korea, the line will then roll out to select Chanel stores on April 4. Mr. Williams just attended Chanel's reprise of its cruise 2019 show in Bangkok Thailand on Oct. 31.

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