

APPAREL AND ACCESSORIES

Chanel tests digital initiatives with new Paris flagship

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Chanel is focusing on digital. Image credit: Chanel

By STAFF REPORTS

French fashion label Chanel is beefing up its digital strategy with a new flagship that will act as the foundation for its technological advancements.

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Chanel's new store is five stories and is now the largest the brand has in Paris. As part of the brand's partnership with online luxury retailer Farfetch, Chanel will be using its new flagship to test its latest innovations.

Digital in Paris

The new Paris location is more than 10,000 square feet for just the sales floor and 16,145 square feet total, spanning three buildings. It has been noted that this boutique includes Chanel's largest shoe department.

Located on Rue Cambon, the new store is nearby Chanel's historic boutique.

The new store took more than three years to complete and is situated across three buildings with four floors, designed around an impressive staircase.



Chanel touts its Code Coco Chanel watch. Image credit: Chanel

Chanel's offerings will include ready-to-wear, accessories, watches, fine jewelry, fragrances and beauty. It will also include a series of VIP reception rooms, where the label flexes its customer service capabilities.

The rooms, located within two floors of the building, will include a range of services for VIP customers to take advantage of including private meals and showers.

In February, Chanel announced it will be working with Farfetch to connect consumers' online and offline experiences through technology.

Farfetch and Chanel have signed an exclusive multi-year innovation partnership agreement that will see the partners develop customer-centric digital solutions for the brand's retail operations both in-store and online. This first-of-its-kind partnership is based on a shared vision that the future of retail hinges on "ultra-personalized experiences" ([see story](#)).

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