

APPAREL AND ACCESSORIES

Chanel highlights one of its most coveted campaign artists

November 29, 2018



Chanel highlights the work of Jean-Paul Goude. Image credit: Chanel/Jean-Paul Goude

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French fashion label Chanel is celebrating the life of a famous graphic artist, using visuals paralleling his interest in dance that span both digital and physical realms.

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In an upcoming exhibit, Chanel has collaborated with Jean-Paul Goude on a series of works that showcase key visuals he created for the label as well as a diverse range of women in beauty. To promote the installation, Chanel has released a video on social media that allows viewers to hear Mr. Goude discuss how dance has influenced his work.

Goude and Chanel

Chanel and Mr. Goude's exhibit "In Goude we trust!" is being held at Chanel's Tokyo art gallery, Nexus Hall.

While the exhibit is featured only in Japan, the label is extending its reach on a global level through a social campaign.

In a short, a series of various film clips, photographs and illustrations are strewn together as a visual representation of Mr. Goude's narration, which is entirely in French.

He explains to viewers, "I have always danced," while a young baby is shown bouncing in his crib.

A clip of what viewers presume to be his mother shows her explaining that Mr. Goude at 3 was always dancing to jazz.

Mr. Goude then says that he also constantly illustrated as well, saying he would dance, draw, dance and take pictures, as well as paint and photograph dancers. He often cut up the photographs to create a unique effect.

The artist explains that working with Chanel encouraged him to always use dance as a part of his work.

Chanel's exhibit opened Nov. 28 and runs to Dec. 25.

The exhibit's first part shows work that Mr. Goude created with Chanel for its many advertising campaigns and

branded efforts, as well as Chanel's social video. Its last two parts focus on Mr. Goude's own work outside of his branded pieces.

In the gallery, a special mini theater was installed to screen a film showcasing the artist's earlier works.

Chanel and art

Mr. Goude helped Chanel show off its "radiant, vibrant, spirited" side with a campaign effort for its Chance fragrance range.

Chanel has positioned the Chance fragrances as accoutrements to the wearer's personality, a common theme in the perfume sector that leads to deeper connection with brand and product. Now, Chanel has added Chance Eau Vive to the range to give consumers another option for matching character to scent ([see story](#)).

Beyond its relationship with Mr. Goude, Chanel has celebrated art in a number of forms.

In 2016, Chanel celebrated female creativity through a collaborative art project launched in partnership with i-D magazine.

Chanel and i-D's The Fifth Sense saw six multi-disciplinary artworks commissioned by female creative talents and displayed that year and throughout 2017. Each of the commissioned pieces explored how the power of fragrance and a sense of scent can influence the creative process ([see story](#)).

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