

JEWELRY

Chanel plays up the strength of its ceramic timepieces

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French actress Camille Cottin stars in a new J12 campaign. Image credit: Chanel

By SARAH RAMIREZ

French fashion label Chanel is encouraging women to embrace their strong personalities in an amusing film campaign for its feminine timepieces.

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The brief films, titled "Suis-Moi" or "Follow Me," are in black-and-white with French dialogue, reflecting Chanel's heritage and timelessness. Playing off the black-and-white designs of the J12 collection is also a common tactic for Chanel.

"Though Chanel hasn't been crafting watches for that long, only since the 1980's, this look and design is as timeless as the brand itself," said Lauren Bates, marketing manager and lead storyteller at [Blue Moon Digital](#), Denver, CO. "Once someone connects with a timepiece maker or brand, they are pretty loyal.

"Finding a niche within different markets and demographics proves staying power, proves relevance, proves that Chanel is paying attention to their consumer outside of those that are just interested in a quilted handbag or tweed suit," she said.

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French actress Camille Cottin stars as the romantic heroine in the brief vignettes.

The first short begins with Ms. Cottin and her partner sharing a sweet, intimate moment on a bridge over the Seine. They decide it is time to go to a new spot. But to his surprise Ms. Cottin flags down a water taxi on the river.

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Here, on your wrist, look at the ceramic J12 watch. Diving into water has never been so alluring. #J12 #J12ceramic #CHANELWatches #FollowMe

A post shared by CHANEL (@chanelofficial) on Dec 15, 2018 at 9:00am PST

Camille Cottin, wearing a Chanel J12 watch, surprises her date with a change of plans

Ms. Cottin reassures her confused date that the captain saw them flag his boat, gently placing her hand on his shoulder revealing her ceramic J12 watch. She yells at him that the couple is coming to meet him.

Then, Ms. Cottin climbs onto the bridge's ledge and does a gold medal-worthy dive into the water, much to her date's surprise. When she comes up for air, she encourages him to join her since the water taxi will not wait long.

The boat captain pulls her by the hand, and Ms. Cottin tells him not to worry about the man she was with because he can take a scooter to meet her at their next location.

In the next short, the male protagonist is once again following Ms. Cottin as they rush towards a cinema.

As the couple rushes inside, Ms. Cottin unwittingly lets the door hit her date in the face, knocking him over. Once she confirms her "darling" is fine, she heads into the theater.

While they are watching the movie, Ms. Cottin leans over and apologizes that she does not know her own strength. An appreciative smile flashes on the man's face as the short fades to black.



Both the black and white editions of the J12 watch are featured in the new campaign. Image credit: Chanel

Chanel has already shared two short films on social media, including IGTV. The brand is among the luxury companies most adept at using social media.

In a multiplatform launch, Chanel used IGTV, Instagram Stories, Facebook, Twitter and more to excite fans for its new timepiece launch. A special black-and-white film has been launched specific to IGTV, with a teaser on Instagram Stories, as luxury brands become more interested in the image-focused platform ([see story](#)).

"Instagram is a great storytelling platform," Ms. Bates said. "The brand's feed is a perfect place to showcase these shorts because they are easily digestible."

Like clockwork

Chanel's J12 timepiece is longtime fan-favorite, embodying modern and casual elegance in white or black ceramic.

In a previous promotional effort for the timepieces, Chanel asks consumers to pick a side, J12 Black or J12 White, with help from twin martial artists.

Chanel filmed two 22-second videos of twin models dueling in a style of martial arts. The women are dressed in very similar, but different outfits, one in white and the other all in black, and with the exact same hairstyle ([see story](#)).

The label has also played with themes of femininity in other efforts surrounding its timepieces.

Last year, Chanel took over women's co-working space The Wing in SoHo for a popup dubbed the Coco Club, offering activities such as ping-pong and poker. Inspired by its Boy.Friend watches, the club invited women to "take time on [their] terms."

Visitors could explore various areas including a caf, a library, beauty room and game room. The pop-up also included a "Boyfriend Bar" display of the watches ([see story](#)).

"The Chanel woman has always had a bit of mystery, illusive in her behavior yet confident in her actions," Blue Moon's Ms. Bates said. "There is a bold confidence about the Chanel woman that the brand threads through almost all their narratives."