

APPAREL AND ACCESSORIES

Chanel gets television treatment with runway documentary

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Chanel's haute couture show for spring/summer 2018 is the subject of a new documentary. Image credit: Chanel

By STAFF REPORTS

French fashion label Chanel is giving consumers a firsthand look at the preparations for its runway presentations with a new Netflix film.

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In the documentary series "7 Days Out," an episode is dedicated to the week ahead of the brand's spring/summer 2018 haute couture show. Documentaries offer luxury brands the chance to peel back the curtain and provide a level of transparency that consumers crave.

Week before

For his new series, director Andrew Rossi focused on the seven days before six major events, including the Kentucky Derby and the reopening of restaurant Eleven Madison Park.

Trailer for 7 Days Out

Among the events showcased is Chanel's runway show. The episode tracks all of the elements that come together for the event, from the construction of the set at the Grand Palais to the work that goes on behind-the-scenes at the brand's ateliers.

The documentary features video interviews with creative director Karl Lagerfeld, creative consultant Amanda Harlech, *Washington Post* fashion critic Robin Givhan and other personalities.

From model fittings to last-minute adjustments, the show follows both the stress and the emotional journey that those involved with the show experience. It also puts a face and gives a voice to the many individuals who work behind-the-scenes at the house.

The documentary is available to stream now on Netflix.

Similarly to Chanel, French couture house Christian Dior allowed consumers to see the inner workings of its atelier with a documentary premiering during New York's Tribeca Film Festival in 2014.

"Dior and I," which covered the beginning of then creative director Raf Simons' tenure at the house, was screened as

the opening film for the documentary competition on April 17. Opening the doors to its atelier allowed the brand to showcase both its past and its present, which will appeal to brand loyalists ([see story](#)).

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