

APPAREL AND ACCESSORIES

Chanel debuts playful take on the casting process

January 8, 2019



Chanel takes a chance on fragrances. Image credit: Chance

By BRIELLE JAEKEL

French fashion label Chanel is taking a new chance on fragrance marketing by promoting four of its fragrances at once with a mockumentary-style film.

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Chanel's latest film "Take a New Chance," directed by graphic designer Jean-Paul Goude, offers an energetic look at an audition process. The label has built its own cast of characters for a cheeky dance number that represents the audition process for its Chance fragrances.

Take a chance

To introduce a new Chance fragrance, Chance Eau Tendre Eau de Parfum, Chanel has released its latest collaboration with Mr. Goude after teasing it out to social followers.

The playful film follows the campaign process from casting to finish, in an imitation depicted through dance and a mockumentary style. Chanel has also released a behind-the-scenes look in which models maintain their participation is part of "an audition."

Chanel looks behind the scenes

Mr. Goude's film begins with a panel of casting judges huddled around a screen while sitting in the audience of a theater. One woman points on the screen, as viewers can hear her say "No," and "Nope," while another man says, "Well I like her."

The stage before them features a full cast of dancers performing a routine with a chair. The camera focuses in on one girl and a man says, "What about this one? She is great," while the other woman exclaims "No!"

Chanel's hopeful dancer then runs offstage in tears as she is cut from casting, while the other dancers continue on without missing a beat. Another dancer is cut and runs off stage, making a wave of dancers in her wake.

The judge who was previously so keen to say no then changes her attitude when she sees another dancer. The woman shouts, "Yes!" as the dancer lights up, excited to have been picked.

Quickly, the judge picks three other young women for casting, all of whom are very excited at the announcement. The four winners run up to a circular cushion to perform the dance, as the others gather around.

Each of the four women is featured in a different colored skirt, to represent the four different Chance fragrances. The cushion begins spinning around quickly until the image of the dancers is transformed into the Chanel Chance bottle.

[View this post on Instagram](#)

TAKE A NEW CHANCE. A film directed by Jean-Paul Goude around the 4 CHANCE fragrances, including new CHANCE EAU TENDRE Eau de Parfum. #TakeYourChance #Chance #ChanceEauTendre #ChanceEauVive #ChanceEauFraiche

A post shared by CHANEL (@chanelofficial) on Jan 6, 2019 at 2:23am PST

Chanel publishes its video on social

Jean-Paul Goude and luxury

Chanel also recently celebrated the life of Mr. Goude, using visuals paralleling his interest in dance that span both digital and physical realms.

In a recent exhibit, Chanel collaborated with the graphic artist again on a series of works that showcased key visuals he created for the label as well as a diverse range of women in beauty. To promote the installation, Chanel released a video on social media that allows viewers to hear Mr. Goude discuss how dance has influenced his work ([see story](#)).

It is not just Chanel who values Mr. Goude's work in luxury.

Italian fashion label Tod's also paid homage to decades of art by sponsoring an exhibition by the quirky artist as well, at the Pac Padiglione d'Arte Contemporanea.

"So Far So Goude," displayed more than 230 of the photographer's pictures, showcasing the dreamlike, playful world that the artist creates through his portraits, illustrations and films. Tod's previously aligned with Milan's PAC on exhibits, helping to promote art appreciation among the public ([see story](#)).

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