

APPAREL AND ACCESSORIES

Delvaux features “modern day heroines” in handbag spot

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Delvaux's Madame Chaine bag is rethinking a classic. Image credit: Delvaux

By STAFF REPORTS

Belgian handbag house Delvaux is updating a classic and giving it an edgier aesthetic.

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To promote its new Madame Chaine bag, the brand tapped French singer-songwriter Clara Luciani as the star of a playful campaign in which the accessory takes on new roles. While the Madame style dates back to the 1970s, Delvaux is making it over for today's audience with new design details.

Chain reaction

Delvaux's Madame Chaine spot first shows Ms. Luciani taming the handbag's metal strap as if it were a snake. As she waves her hands, the chain obliges, snaking its way towards her to the sound of a rattle.

The chain also turns into a jump rope. The singer appears in the middle as two unseen people spin the rope for her to jump through.

Ms. Luciani then swings the bag as if it were a clock pendulum or a lasso.

The final shots show the spokesmodel filling a cone with soft serve ice cream and topping it with a twist of chain.

Delvaux's Madame Chaine short

Throughout the video, Delvaux showcases the range of sizes of the bag, as well as the varied ways in which it can be worn.

By making the strap shorter, it can become a shoulder bag. Meanwhile, the longer chain can function as a crossbody style.

Even though the bag has retained its classic shape, it has also been modernized with a magnetic closure.

The brand often looks back to its history to appeal to today's luxury buyer.

Delvaux previously manifested the notion that everyone can turn heads as a "brilliant diva" with the right bag.

A recent film by director Zoe Cassevetes celebrates The Brilliant bag's 60th anniversary and promotes a new design of the style, the Diva. The film features three women with different Diva bags, each stopping to stare and marvel at each other ([see story](#)).

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