

APPAREL AND ACCESSORIES

Chanel brings Mademoiselle Privé exhibit to Shanghai

April 19, 2019



Mademoiselle Privé exhibit in Shanghai. Image credit: Chanel

By STAFF REPORTS

French fashion house Chanel is offering consumers in China a look inside house founder Gabrielle "Coco" Chanel's creation process in a Shanghai exhibit.

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Marking its fourth global stop, the traveling exhibit "Mademoiselle Privé" has made its way to West Bund Art Center. In addition to the exhibit, this edition of Mademoiselle Privé will include interactive events.

Private view

Mademoiselle Privé takes its name from the sign that used to hang above Ms. Chanel's studio door.

Offering an inside look at the making of Chanel's fashions and more, the exhibit will be held from April 20 to June 2. The exhibition's three rooms are devoted to Chanel's high-jewelry, couture and its iconic fragrance N°5.

Along with the displays, there will be talks, film screenings and workshops held at the space.

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A preview of the Haute Couture room on the opening night of Mademoiselle Priv in Shanghai. The fourth edition of the exhibition is taking place in the West Bund Art Center from April 20th to June 2nd. #MademoisellePriv #MademoisellePrivShanghai #CHANEL

A post shared by CHANEL (@chanelofficial) on Apr 18, 2019 at 1:12pm PDT

Instagram post from Chanel

For a Chinese audience, Chanel is leveraging local social media for the event. A dedicated WeChat account enables guests to book their free visit.

While at the exhibit, consumers will also be able to access exclusive WeChat mini programs and download interactive stickers for Douyin.

In 2015, Chanel staged the first Mademoiselle Priv exhibit at London's Saatchi Gallery. The installation celebrated the creative spirits of Ms. Chanel and now late Karl Lagerfeld.

"Mademoiselle Priv" offers an inside look at the creation of the brand's haute couture, fine jewelry and Chanel N 5. This exhibit's subject matter enables the brand to span both its past and present through the lens of its well-known faces ([see story](#)).

After London, the exhibit traveled to Seoul, South Korea and Hong Kong.

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