

JEWELRY AND WATCHES

## Chanel delves into value of memories in timepiece campaign

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*Keira Knightley appears in a new campaign from Chanel. Image credit: Chanel*

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By SARAH RAMIREZ

French fashion label Chanel is exploring the delicate nature of time and memories with the help of famous women for its latest J12 campaign.

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Chanel ambassadors including Keira Knightley and Liu Wen appear in a new video series, "It's All About Seconds." Every woman shares some of her favorite daily moments as well as her first memories of Chanel, reinforcing the timelessness of the house's creations.

### Stylish Seconds

The Seconds series features women of varying ages, ethnicities and nationalities for wide-ranging appeal. For instance, singer-actress Vanessa Paradis speaks in her native French while her daughter Lily-Rose Depp speaks English in her short.

Each short is filmed in black-and-white, and the women are dressed in simple outfits that reflect their personal styles.

### *Naomi Campbell reflects on defining moments in a Chanel J12 campaign*

The defining accessory for each woman wears is a J12 ceramic timepiece, in either black or white. Every episode begins with the woman explaining the importance of watches as a tool and an accessory.

"Obviously a watch is to tell time if you're obsessed with time," says American actress Ali MacGraw. "I've always thought of it as special jewelry."

During each confessional, the women's answers to offscreen questions are punctuated by them reading the time on their J12 watches. Occasionally, the women tie the time back to their homes, such as when Ms. Wen reads the time in Paris and then guesses the time in Beijing.

Several of the women share their earliest memories, or their first experiences with Chanel. Ms. Depp describes dressing up in her mother's Chanel heels as a toddler, while supermodel Naomi Campbell reminisces on her first

runaway show with the fashion house.

The personalities also share some of their favorite times of the day. Ms. Campbell points out the daily golden light during each sunset, while Ms. Knightley jokes that she most appreciates 7:30 p.m., since that is when she puts her young daughter to bed.

The women also elaborate on defining moments in their lives.



*Liu Wen wears a Chanel J12 ceramic watch. Image credit: Chanel*

"A decisive second in my life would have been the moment when a modeling scout came to me and asked me if I wanted to be a model and I nearly said no," says Claudia Schiffer. "Thank God I said yes."

By emphasizing the ephemeral quality of seconds throughout the series, Chanel underscores the analog aspect of its timepieces. Each short concludes with the women saying to the camera, "It's all about seconds."

#### J12 moments

The J12 timepiece is longtime fan favorite, embodying modern and casual elegance in white or black ceramic. Other Chanel efforts for the watch have also examined duality, femininity and other themes.

Previously, Chanel encouraged women to embrace their strong personalities in an amusing film campaign for its feminine timepieces.

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 ([see story](#)).

In an earlier 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](#)).