

FRAGRANCE AND PERSONAL CARE

Chanel links fragrances and fashion in evocative campaign

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Chanel has a new fragrance campaign. Image credit: Chanel

By SARAH RAMIREZ

French fashion label Chanel is introducing a new film series meant to better connect its fragrance collection to the house's couture identity.

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Instead of focusing on a singular scent, Chanel's "Parfumeur" series approaches the label's fragrances from a style perspective. Trying to explain the ephemeral quality of a signature fragrance, the first installment compares a Chanel fragrance to more tangible aspects of fashion, such as fabric or jewelry.

"Chanel marketing is sensual, exclusive, personal and private; defining the brand as an affluent individual likely sees themselves," said Chris Ramey, president of [Affluent Insights](#), Miami. "Products are woven together to support the brand DNA."

Embodying Chanel

"I Am An Idea," the first chapter of the new series, is narrated by longtime Chanel ambassador Vanessa Paradis.

Most recently, the French actress and singer was one of several women featured in Chanel's latest J12 campaign ([see story](#)).

The first chapter of Chanel's "Parfumeur" series

"A Chanel fragrance is an idea," Ms. Paradis says as the film begins. "Grasped, developed, expressed as if it were a garment, imagined, assembled, tailored."

She also compares a Chanel fragrance to a fabric, a style and a suit of armor. Many of the descriptors are words often associated with Chanel, such as elegance.

The film's first image is that of a shadow of a bottle of Chanel No. 5 reflected on a sheer white curtain, waving by an open window. It evokes a sense of airiness and etherealness, similar to how a scent can be noticed but unseen.

Several unnamed women are shown in a Parisian apartment that is fully decorated in white. The visuals are a blend of clear, professional photography and images with a vintage, home movie quality for more intimacy.

The women appear separately in brief glimpses, wearing nothing but luxurious white sheets. The implication is that they only need to wear a Chanel fragrance as an "invisible negligee" a reference to Marilyn Monroe's iconic comment about wearing solely Chanel No. 5 to bed.

Mimicking a film montage, the non-narrative ad also includes archival footage showing Chanel designs, runway shows and perfume bottles. Close-ups of Renaissance-style portraits, flowers and fabrics are also included.

"A Chanel fragrance is a fragrance that chose me, for what I am and what I want," Ms. Paradis concludes. "A fragrance that says me."

Perfume personalities

Chanel has a prominent fragrance collection for both women and men, and often connects its perfumes to women's different personalities in cinematic campaigns.

Last year, actress Keira Knightley returned as the face of Coco Mademoiselle in a spot that depicts a carefree soiree in which Coco embraces a fun yet powerful ethos. The one-minute film celebrated the release of Eau de Parfum Intense ([see story](#)).

Previously, the "Alone in Venice" series of short vignettes featured emerging actresses from around the world to invite women to "take [their] chance." Viewed only through a small circle reminiscent of the Chance bottle's shape, Chanel's films each take on a personality related to iterations of the Chance fragrance each with a different hue, song, actress and storyline ([see story](#)).

"Luxury brands leverage perfume to introduce their brand new clients; price points are lower and the category is bought more often," Mr. Ramey said. "The mission is to develop a life-long brand relationship."

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