

APPAREL AND ACCESSORIES

Chanel takes on film festival sponsorship

July 17, 2019



Margot Robbie hits the Red Carpet in a white Chanel gown. Image credit: David Fisher, Shutterstock.

By STAFF REPORTS

French fashion label Chanel is highlighting its connection with film and the red carpet with a sponsorship.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Chanel is now an official partner of the Deauville American Film Festival for this year, which will take place in September. The European festival is focused on American cinema and was established in 1975.

Chanel and cinema

Now in its 45th year, the Deauville festival will now include Chanel as a sponsor. This partnership is fitting for the label, as Chanel states it has a long history with film and dressing ambassadors for the red carpet.

"The house that dresses, bejewels and beautifies numerous celebrities in real life and on screen, makes its mark on cinema's main red carpets and counts among its devotees the director Sofia Coppola and the actresses Keira Knightley, Kristen Stewart, Vanessa Paradis, Penlope Cruz, Margot Robbie, Rinko Kikuchi, Zhou Xun and Lily-Rose Depp," said Chanel in a statement.

Chanel's founder Gabrielle Chanel established a long history between her brand and Hollywood, after beginning to dress women in film in the city in 1931.

Last year's Deauville festival

This year, the festival will be held from Sept. 6 to 15, and will feature A-list talent while welcoming new actors in Deauville, France.

The coastal resort town has significance for Chanel, as its founding designer took inspiration from the destination for her freeing fashions ([see story](#)).

Chanel also recently spotlighted up-and-coming film talents through a partnership with the Csar Academy beginning in 2017.

Each year, the academy selects emerging stars to be part of its Rvlations project, which features these performers in a short film and a photographic series. While this particular partnership was new for Chanel, the house has a history of supporting the cinematic arts ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.