

MEDIA/PUBLISHING

Chanel's fashion history traced in "literary museum"

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Chanel: The Impossible Collection. Image credit: Assouline

By STAFF REPORTS

French fashion house Chanel's history is being explored in a new book that aims to bring the exhibit experience to print.

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"Chanel: The Impossible Collection" is described as a "literary museum," with a series of 100 key looks from the brand's timeline. Part of Assouline's Ultimate Collection, the book itself is a luxury good with a price point of \$895.

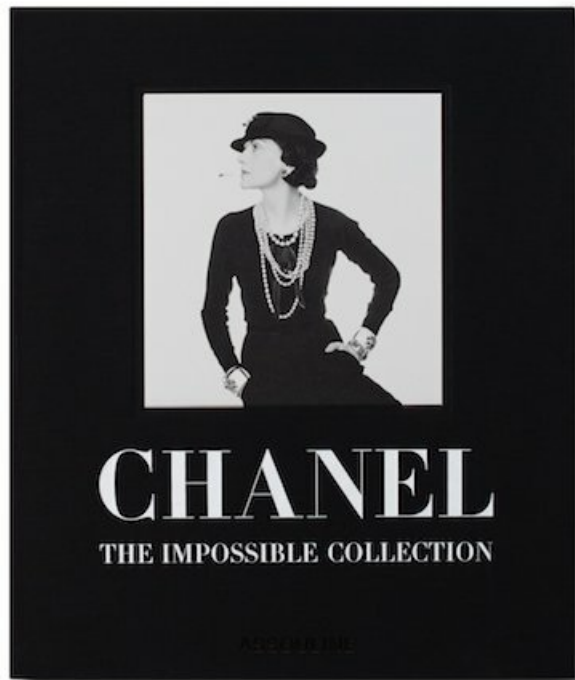
Preserved in print

Author and fashion journalist Alexander Fury curated the book. Included among the featured fashions are the little black dress and Chanel's iconic tweed suit.

Quilted leather handbags, pearls and two-tone pumps also made the cut.

The book traces Chanel's impact on fashion from the work of its eponymous founder Gabrielle Chanel to the designs of late creative director Karl Lagerfeld.

Beyond apparel, the book also highlights the brand's apothecary-style fragrance bottles and depicts Marilyn Monroe with a bottle of N°5.



Chanel: The Impossible Collection cover. Image credit: Assouline

The exhibit-style book depicts all of these looks through images by notable photographers. The 232 pages include more than 180 illustrations.

Chanel: The Impossible Collection is currently available for pre-order. Included with the tome are a canvas tote bag and white gloves.

The rise of digital media has dramatically disrupted the print industry, but for luxury book publishing, it may have just made these items more precious.

Content is no longer special since everything is available at the click of a mouse or tap of a finger and mass production has become more accessible. But quality print editions of hardback books, coffee table reads and even special-edition magazines are primed more so than ever now to be collectibles ([see story](#)).

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