

APPAREL AND ACCESSORIES

Chanel taking next cruise show to Capri

September 19, 2019



Chanel 2016 resort collection in Cuba. Image credit: Chanel

By STAFF REPORTS

French fashion house Chanel is decamping for Capri, Italy for its upcoming cruise 2021.

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

According to a report from *Women's Wear Daily*, show will take place on May 7. This is the brand's first traveling runway show for the cruise season in years.

Chanel in Capri

Since 2016, the brand has chosen to show its cruise collection closer to home, in an effort to support its hometown of Paris.

Before that, Chanel had taken its cruise show to destinations including Seoul, Cuba, Dubai and Singapore.



Chanel's cruise 2019 show at the Grand Palais. Image credit: Chanel

Travel is in Chanel's DNA.

The 22nd chapter of the brand's Inside Chanel series centers on Deauville, France, the coastal resort that influenced Gabrielle "Coco" Chanel's freeing take on fashion. Among her innovations were bathing suits that were easy to move around in, freeing women from corsets ([see story](#)).

Even in Paris, the cruise shows conveyed a sense of journey. The cruise 2020 show presented earlier this year by Virginie Viard had a set that resembled a train platform.

Earlier shows from Karl Lagerfeld in 2017 and 2018 similarly evoked a sense of wanderlust, with sets that included a replica passenger ship and ancient Greece-inspired ruins.

Chanel previously spent summer 2017 in Capri, Italy with an ephemeral boutique. Located on Via Vittorio Emanuele, Chanel opened the doors to its temporary summer shop in late July ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.