

WATCHES AND JEWELRY

Chanel weaves lunar narrative around fine jewelry lines

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Chanel's "Over the Moon" focuses on its jewelry and watches. Image credit: Chanel

By SARAH JONES

French fashion house Chanel is exploring the fast bonds created through shared experiences in a push for its latest watch and fine jewelry collections.

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Chanel's short film, titled "Over the Moon," features four individuals who enter an elevator as strangers but arrive at their destination on closer terms. In this promotion, Chanel is turning to storytelling over a direct sell, seeking to engage with consumers over a relatable yet surreal situation.

"The film feels modern, is highly stylized, and equal parts whimsical and practical for a luxury brand like Chanel," said Michael Miraflor, senior vice president at [MediaLink](#).

"The actors and models set the tone and are front and center, which is necessary since there's only so much that can distract in an elevator environment," he said. "Though the jewelry doesn't play an integral role in the film's narrative, it is featured prominently but not so much as to be annoying or overtly 'branded.'"

Mr. Miraflor is not affiliated with Chanel, but agreed to comment as an industry expert. [Chanel](#) was reached for comment.

Fly me to the moon

Chanel's short is set to the 1958 track "There's a Moon Out Tonight" by the Capris, giving it a retro undertone.

At the opening, model Giedre Dukauskaitė catches an elevator before it closes. Pausing for a moment, she considers her floor options carefully before choosing the top level, which is marked "moon."

The elevator begins its ascent, and stops on the second level to pick up another passenger. Cristiano Palmerini enters with a bouquet of white flowers.

Turning to her new companion, Ms. Dukauskaitė asks him what floor he is going to. He nonchalantly answers, "The moon, please."

Another stop, and model Imari Karanja gets on with a bag of Chanel-branded popcorn. She offers some to her fellow

riders.

The last to get on is Xiao Wen Ju. Aside from their brief pleasantries, the foursome does not talk, instead punctuating the silence by fidgeting, such as fixing their hair or checking a watch.

In a turn of events, the elevator stops moving and goes dark. Skipping ahead 10 minutes, Chanel shows the four characters are now more relaxed and chummy with each other as the elevator resumes its ascent.

As the two-minute-long film closes, the elevator finally shows that it has reached the top lunar floor. The doors slide open and shine a light on the riders, but the camera focuses on their reactions rather than their point of view.

Chanel's Over the Moon

"Based on the actors and tone of the film, Chanel's target looks to be young urban working professionals who appreciate considered taste and subtlety versus maximalism and logomania," Mr. Miraflor said. "This makes sense given the price point associated with these items."

"The film does the job of framing the collection items as aspirational objects of desire versus something archival," he said. "Though Chanel's heritage is absolutely a brand strength, this film suggests that they are seeking new customers that are maturing personally and professionally alongside the brand."

On film

Across categories, Chanel has been leveraging narrative content to engage the next generation of buyers.

For instance, Chanel took a new chance on fragrance marketing by promoting four of its fragrances at once with a mockumentary-style film.

Chanel's film "Take a New Chance," directed by graphic designer Jean-Paul Goude, offers an energetic look at an audition process. The label has built its own cast of characters for a cheeky dance number that represents the audition process for its Chance fragrances ([see story](#)).

In another effort, 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](#)).

"Millennial consumers are bombarded on a daily basis with product-oriented ads, especially on social channels," Mr. Miraflor said. "While some of these brands have proven to be successful, it makes for a cluttered media environment."

"Good storytelling cuts through this commodified clutter to communicate brand and product values to push customers further down the purchase funnel," he said. "For luxury brands who are looking to attract younger consumers, video storytelling especially when distributed properly can have a similar effect as legacy double-page spread print ads at establishing the brand's universe."