

APPAREL AND ACCESSORIES

## Inside Chanel's latest episode shares founder's connection to the arts

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Gabrielle "Coco" Chanel. Image credit: Chanel

By DIANNA DILWORTH

French fashion house Chanel is taking a closer look at its eponymous founder's life and how she helped revolutionize the 20th century through the latest episode of "Inside Chanel."

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The 93-second film explores Coco Chanel's special relationship to the world of the arts in the new video, looking at how Gabrielle "Coco" Chanel was at the heart of the constellation of artists at the time. It is a continuation of the Inside Chanel series that has set the brand apart in its branding strategy.

"This video is an amalgamation of her profound talents and interests allowing the viewer a glimpse of her character, the founder behind the eponymous brand," said Rebecca Miller, founder/principal of Miller&company, New York. "It's almost as if we are seeing the world through her life, her lens. A brilliant marketing invitation and journey."

Creative friends

In Chapter 27 of the series, viewers learn about Coco Chanel's connection to some of the great artistic masters of the 20th century.

"If Gabrielle Chanel were a work of art, she would have been an avant garde collage," says the video when it opens. "If she were a poem, she would have been by Cocteau or Reverdy."

Chanel's deep connections to Stravinsky, Picasso and Valentine Hugo are also played up in the video.

The music in the video is modern, reminiscent of the Stranger Things soundtrack, likely a move to attract younger audiences. The quick edits and stylish imagery make it digestible to the social media set.

"One can say that the editing is catering to millennial or Gen Z sensibilities, but it is authentic to Chanel's DNA and is a proper homage both to Coco Chanel and the maison," said Michael Mirafior, senior vice president at MediaLink, New York.

"This video and the series, as a whole, is very compelling and high quality, with a storytelling approach that plays to aspirational consumers," he said.

"To create content that does the job at educating and inspiring new audiences while not alienating loyal customers has proven to be difficult for luxury and high fashion brands, so Chanel should be applauded for this effort."

After life

Chanel began its [Inside Chanel](#) page on YouTube five years ago. Since then, the page has garnered more than 1 million views, with comments posted regularly, giving the luxury fashion house an ongoing communication tool with customers and aspirational customers.

Chanel expects to have 51.9 million followers on Twitter and Instagram by 2020. It has 1.54 million subscribers on YouTube.

"They are continuing to build upon this momentum offering more creative exposure mirroring their most recent collection, heralded as fresh," Ms. Miller said.

"Their target is the client who desires to be a part of this luxury brand, first through its founder's diverse childhood moving from poverty then rising through the ranks of society, using her talent, tenacity, and drive for perfection to accomplish her goals while supporting like-minded talent," she said.

In the last installment, Chapter 26, the video explored how masculine influences have had an impact on the Chanel brand ([see story](#)).

"Since the content is historical, it has an evergreen quality about it and the shelf life will come to benefit the brand for as long as it is posted on distribution channels," Mr. Miraflor said. "The video shows up above the fold on YouTube when a user searches for Coco Chanel.

"I do wonder how much paid media support Chanel is putting behind the distribution of the content," he said.

"The short form nature of the content is perfect for mobile devices and some OTT video (streaming) ad formats, which reaches aspirational consumers. Though the video serves as branded content and doesn't promote a particular collection or product, it is too good to not be seen by a wider audience."

*Gabrielle Chanel and the arts: Inside Chanel, chapter 27*

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