

JEWELRY

Chanel rolls out film highlighting quilted pattern to plug Coco Crush jewelry

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Rings with quilted pattern from the Chanel's Coco Crush line of fine jewelry. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

French fashion house Chanel has debuted a new film to promote its Coco Crush line of fine jewelry that borrows the quilted motif from the equestrian world.

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The 48-second film walks the viewer through the origins of Coco Crush. The French voiceover with English sub-titles stresses the attitude aspect of the line with the quilted motif pattern an emblem of Chanel since 1955.

"Coco Crush is an attitude," reads copy on the site that shares the tone with the video. "A spirit that says no to established paths. No to rules; no to everything that restricts the joy of life, love and creation. It is a free spirit.

"It embodies the spirit of Gabrielle Chanel, who borrowed the quilted motif from the equestrian world to satisfy her need for comfort at all times.

"Coco Crush is an impulse. An impulse that says yes to passion. Yes to freedom, without which there is no allure. Yes to a singular style unbound by trends. It is the impulse to choose decisively."

Reinterpreted in 2015, the Coco Crush line is designed at 18 Place Vendme in Paris by Patrice Leguereau, director of the Chanel Fine Jewelry Creation Studio.



British actress Keira Knightley fronting the Coco Crush line. Image credit: Chanel

Reeling the line

While British actress Keira Knightley is the face of Coco Crush, she does not feature in the film.

The **Coco Crush line** comprises rings, bracelets, pendants and earrings in beige gold, yellow gold or white gold, all in 18K. They are available with or without diamonds.

Gadroons, or the rounded contours of Coco Crush jewelry, combine with alternating incisions to replicate a quilted pattern. Each piece is hand-polished to reflect light.

Prices range from \$1,250 to \$22,950.

Chanel's Coco Crush: The origins

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