

APPAREL AND ACCESSORIES

Chanel taps musicians in latest sunglasses video campaign

April 27, 2020



Musician Pharrell Williams stars in Chanel's 2020 Spring-Summer sunglasses campaign. Image courtesy of Chanel

By DIANNA DILWORTH

French fashion giant Chanel has launched a new video campaign to promote its 2020 spring-summer eyewear line to reach consumers who are stuck at home with lively and entertaining content.

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

The video series stars hip musicians and actresses modeling the glasses while dancing around in a room, offering a glimpse of hope and a positive mood at a time when consumers are still keeping fingers crossed for a better summer season.

"Luxury brands create desire for the brand and the strategy reinforces Chanel's DNA for eyewear, the next category in season," said Chris Ramey, founder/CEO of Affluent Insights, Palm Beach, FL. "The ads are targeting best clients, repeat Chanel customers. It sticks to the Chanel luxury formula."

Pharrell Williams, Sebastien Tellier, Margaret Qualley, Angle and Isabelle Adjani star in Chanel's latest sunglasses spot. Video credit: Chanel

Video campaign

Musician Pharrell Williams dances around in oversized rectangular black acetate sunglasses that are embellished with fine metal plaques and engraved with a motif that aims to evoke a woven tweed.

Actress and model Margaret Qualley wears a pair of butterfly framed sunglasses in black metal with a string of white pearls.

Belgian musician Angle dons an oval framed pair of sunglasses with a grey faux pearl necklace attached.

French musician Sbastien Tellier wears a pair of XL rectangular shield glasses.

French actress Isabelle Adjani can be seen through large square sunglasses in black acetate with the name CHANEL running along one of the temples.

French fashion photographer Karim Sadli created the campaign for Chanel.

Margaret Qualley stars in Chanel's latest sunglasses spot. Video credit: Chanel

Eyewear and cosmetics

During the coronavirus lockdowns, luxury brands have been holding back on the scope of their normal campaigns to be conscious of consumers who may be sick or out of work.

Categories that consumers are still buying include personal fragrance, cosmetics and eyewear, items that are not the highest price point and can easily be ordered online.

Chanel has run two other campaigns since the lockdown, one for perfume, another for body gel.

The fragrance campaign plays up the makers and ingredients of its perfumes to appeal to consumers with a taste for organic handmade goods. The "[Beyond the Jar](#)" video effort touts the rare ingredients and craftsmanship which is widely employed by Chanel across product lines. It is a ploy used successfully by many competitors ([see story](#)).



Chanel's Beyond the Jar campaign plays up the story of how the brand cultivates ingredients. Image credit: Chanel

The "Les Necessaires de Chanel" video campaign promoted the simplicity and calming nature of its bath and body care line, a focus on self-care that comes as many people are looking for calm amid the chaos of COVID-19 ([see story](#)).

Competitor LVMH-owned French fashion house Christian Dior concurrently ran a video campaign playing up the source flowers of its J'Adore perfume. Dior Parfums' cross-channel effort pays tribute to the "myth and the scent" of the perfume which comes from elements in the French countryside ([see story](#)).

Dior also just launched an online video to introduce a new eye shadow palette to its Dior Backstage line. The campaign is featured on [Dior Makeup's YouTube pages](#) and gives illustrated directions on how best to use the products by Dior insiders ([see story](#)).

These campaigns allow luxury brands to keep communications going during difficult times and possibly make some sales at a time when the business outlook for luxury brands is bleak.

"Luxury inspires and creates desire," Mr. Ramey said. "Chanel, like all luxury brands, should be advertising."

© 2020 Napean LLC. All rights reserved.

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