

WATCHES AND JEWELRY

Modeling great and good take time for Chanel J12 twentieth anniversary campaign

May 7, 2020



Chanel's new campaign celebrates the 20th birthday of the J12. Image courtesy of Chanel

By DIANNA DILWORTH

Chanel has kicked off a new digital campaign to promote the 20th anniversary of its classic J12 watch in a move to reach younger consumers with this vintage '90s look.

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The tagline for the channel online effort is "It's all about seconds," in a pitch that plays on "seconds" of times, as well as the product's "second" time around. "Twenty years of surprise, twenty years of reinvention, twenty years of being a companion every second," reads the ad copy.

"This strategy combines celebrity, heritage, product, past and the future: it looks to position the brand in the cultural context, with a special nod to timelessness that is conveyed through timeless cultural icons," said Ana Andjelic, New York-based brand growth leader and startup advisor.

J12 TURNS 20

The J12 muses answer questions in a series of special 20th anniversary interviews. Discover more on <https://t.co/JfQ2VAeVTW> #J12Turns20 #CHANELWatches #ItsAllAboutSeconds pic.twitter.com/0DX8DkST9C

CHANEL (@CHANEL) May 5, 2020

Icons

The "J12 turns 20" campaign stars iconic women who have represented the brand over the last two decades, responding to what 20 years means. Chanel has populated its social media pages and Web site with these black-and-white video snippets.

Supermodel Claudia Schiffer, for instance, said, "When I was 20, there was no difference between dreams and reality. I was living my dreams."

Ms. Schiffer served as Chanel fashion ambassador and the face for Cristalle Fragrance as well as Chanel watches in the 1990s.

Supermodel Naomi Campbell, who has represented the brand on runways for decades, said, "Twenty years in just one second: colorful."

Model Lily-Rose Depp, who is also 20, has been the face of N 5 L'Eau and the brand ambassador for Chanel Makeup after being discovered at a Chanel fashion show in New York with her mother Vanessa Paradis.

"If I could relive one second from the past 20 years, maybe the moment that I got to be the bride in the Chanel show a couple of years ago," Ms. Depp said.

Ms. Paradis, who was the face for the Coco fragrance in 1991 and is Ms. Depp's mother, also stars in the J12 campaign.

"Twenty years is too short to love each other," she said.

The new J12: It's all about seconds: Vanessa Paradis

Iconic actress Ali MacGraw, whose acting career was launched when she became the face of N 5 in 1965, said, "Twenty years is not enough to do all the things I want to do."

Top model Liu Wen, has been a brand ambassador for Chanel since 2017 after being the first Asian top model to grace the cover of Vogue.

"For me, twenty years is never too long for anything," Ms. Wen said.

"At the moment, social media reaches bigger audience than print: it also feels contemporary and designed for the next generation of customers that Chanel wants to reach, younger affluents who care about timelessness, heritage, and investment pieces," Ms. Andjelic said.



Chanel's J12 watch. Image courtesy of Chanel

Ahead of its time

The iconic watches, which were originally designed by Chanel's watch atelier in Switzerland, were considered ahead of their time.

The design was based on precision and the style gender neutral.

Like the ad campaign, the watches come in black and white.

Each piece **retails for \$5,700**.

"Consumers are more willing to invest into classic pieces over trendy, fashion items," Ms. Andjelic said.

"They are looking for something that will be aspirational for them and last a long time, and that is also high-quality and well-designed," she said.

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CHANEL (@CHANEL) **May 6, 2020**

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