

APPAREL AND ACCESSORIES

Chanel cruise 2020/21 campaign reminiscent of easier days

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Chanel's new cruise campaign "Balade en Méditerranée". Image credit: Chanel

By DIANNA DILWORTH

French fashion house Chanel debuted its new cruise 2020/21 line in an online fashion show and digital campaign, signaling optimism for the future and with a twist on the whole creative process even as the COVID-19 lockdowns continue to ease.

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The Balade en Méditerranée campaign is inspired by Capri on the Italian Riviera, where an in-person event was originally scheduled to take place. Instead, the brand held a virtual fashion show in a studio in Paris, where models and production teams socially distanced with backdrops inspired by the Mediterranean.

"A trip around the Mediterranean," reads the ad copy. "The new cruise 2020/21 collection imagined by Virginie Viard celebrates a free, laid-back allure inspired by scenes from the Italian and French Riviera."



Chanel's new cruise line will be available in November. Image credit: Chanel

Virtual vacay

The Balade en Méditerranée campaign promotes the new collection across the brand's digital channels including a 7-minute film by Julien Pujol on its ecommerce shop, email promotions and a series of [Instagram images and video posts](#).

Models Mica Argaraz, Karly Loyce, Camille Hurel and Cris Herrmann are outfitted in the latest collection inspired by a holiday in the Mediterranean.

The images look like they are from the South of France or Capri on the Amalfi Coast. But the orange-hued photos, which look like they were taken on a sun-drenched Côte d'Azur, were actually photographed on set in Paris by Karim Sadli.

Films of the actual coastline teased on Instagram before the line dropped helped build the seaside mood.

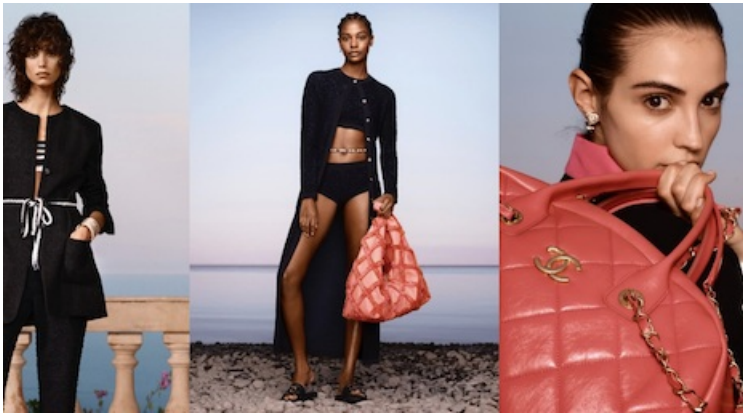
The film for Chanel's new campaign "The Balade en Méditerranée"

Models show off the latest bathing suits, belts, sunglasses, sandals and tweed suits made to lounge by the pool or walk on the beach. The collection will be available in stores in November.

Chanel shared snippets of the film on Instagram where just last week the brand was busying itself with messages of social justice in the wake of the custody killing of George Floyd by the Minneapolis police.

The fashion house joined many others on Blackout Tuesday by posting black squares instead of images to stand up against racism.

"Chanel denounces racism and stands in solidarity and empathy with those devastated by the tragic loss of lives," read one post. "At Fondation Chanel, we are committed to continued support for our grantee partners who are working to advance social justice."



Chanel's new cruise 2020/21 campaign was shot in a studio in Paris to look like a Mediterranean beach. Image credit: Chanel

Fashion shows

Chanel dropped the new cruise line through a virtual fashion show because travel regulations and social distancing recommendations still persist.

But that does not mean that Chanel has not abandoned all plans of returning to the runway.

The fashion house has plans to return to the Grand Palais for its next show during Paris Fashion Week in October, as long as another wave of COVID-19 does not shut the world down again.

Last month, Gucci's creative director Alessandro Michele revealed plans to cut the number of fashion shows and reduce the focus on seasons.

The move was positioned as a play to be more sustainable post-pandemic, but has the hidden benefit of helping the Italian fashion house scale back its footprint to a manageable scale in a world that has been considerably scarred by the coronavirus' after-effects ([see story](#)).

Chanel's head of design, Virgine Viard, has been known to be more low key than her predecessor and mentor, the late Karl Lagerfeld. While she has publicly stated that she loved the largesse of his shows, her own style is more subdued.

Perhaps the current shifts in the world will transform the entire fashion business, forcing a more low-key response to the industry's reliance on fashion weeks.



Chanel's latest campaign was made to look like it took place at the beach but was shot in Paris. Image credit: Chanel

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