

## Chanel teases virtual Haute Couture fashion show on Instagram

July 7, 2020



*Chanel's classics weave is highlighted in images teasing the brand's first virtual presentation for its 2020/21 Haute Couture line. Image credit: Chanel*

By DIANNA DILWORTH

French fashion house Chanel will debut its second virtual fashion show online July 7, hinting at what fashion shows could continue to look like this year even as the COVID-19 lockdowns continue to ease.

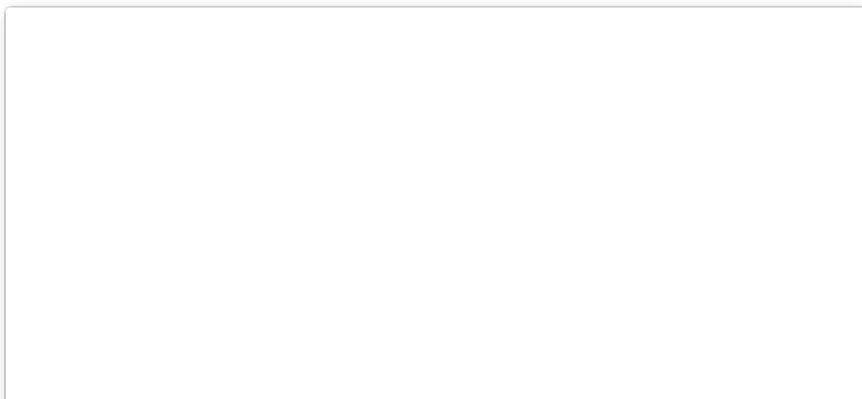
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Today's virtual presentation will showcase the fall-winter 2020-21 Haute Couture collection in the ateliers at 31 rue Cambon. The collection, imagined by Chanel creative director Virginie Viard will be brought to life at the brand's prestigious address.

"The magic of Haute Couture filmmaker Loc Prigent steps behind-the-scenes of the Fall-Winter 2020/21 collection in Paris with Virginie Viard, her Studio and the Haute Couture ateliers," reads one Instagram post.

"The strategy is multi-faceted, and one can argue that the continuation and reinvention of the runway show not only benefits Chanel, but the resiliency of the fashion industry at large," said Michael Miraflor, independent brand consultant and startup advisor, New York.

"Chanel's strategy is to showcase its new collection to loyalists and potential customers, while focusing on the craftsmanship and remarkable attention to detail that has made the maison so successful," he said.



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Filmmaker Loc Prigent catches glimpses of the Fall-Winter 2020/21 Haute Couture collection in the ateliers at 31 rue Cambon. There, the premieres' bring Virginie Viard's vision to life. Unveiled on July 7th from 12pm Paris time. #CHANELHauteCouture #CHANEL @LoicPrigent

A post shared by CHANEL (@chanelofficial) on Jul 5, 2020 at 6:00am PDT

*Chanel gives a glimpse at its Fall-Winter 2020/21 Haute Couture collection in a video by French filmmaker Loc Prigent.*

#### Haute Couture

Chanel has teased three videos and four photographs on its Instagram page to promote the virtual event showcasing its new Haute Couture line.

The black-and-white videos from French filmmaker Loc Prigent show artisans working with their hands cutting fabric with scissors, drawing lines on fabric, threading needles, pinning garments, and manually moving a loom.

The film plays up the craftsmanship that goes into each piece, a marketing strategy to show just how unique the luxury brand's objects are.

The women are busily working on designs and dressing models with their own new fashion in the film each wears a mask to prevent the spread of COVID-19. This film gives consumers and fans of the fashion house a behind-the-scenes look at how they are creating virtual shows in the current era.

In contrast to the film, the photographs are shot in vibrant colors that zoom in closely on the textures of the fabrics to illustrate just how rich and complex these garments are. Photographed by Sarah van Rij, the iconic Chanel weave is shown in rich pink and gold patterns pinned in place to dress forms.

"COVID-19 presents both a challenge and opportunity on top of the pressures of a conventional show: it is also just as much about showcasing Chanel's ability to creatively pivot in a time of crisis and be able to creatively story tell in a digital native format," Mr. Miraflor said.

"So, in a way, this is a strategic opportunity for Chanel to acknowledge the COVID-19 moment, and also communicate how the brand is reinventing itself in real time to deal with the realities of the pandemic," he said. "I love that the designers and artisans in the video are wearing masks - it communicates the authenticity of the moment."



*The Chanel Cruise 2021 show was staged in a studio and recorded in a seven-minute video. Image credit: Chanel*

### Balade en Méditerranée

The Haute Couture virtual presentation is not the first digital fashion show for Chanel. The company presented its 2020/cruise 21 line in an online fashion show and digital campaign.

The Balade en Méditerranée campaign was 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.

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

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 ([see story](#)).

The latest virtual presentation takes the same approach by teasing videos from the production, this time at the atelier in Paris, to build excitement about the event.

"It seems as though brands are taking the digital format more seriously, and dedicating additional creative resources into the re-imagination of the fashion show as presented in digital format," Mr. Miraflor said.

"For example, the presentation of the Hermès SS2021 show was intriguing, transparent, authentic and high-concept, while not taking any attention away from the garments," he said.

"It's exciting to see Loïc Prigent involved in the Chanel show. We might be seeing a bit of a revolution in how maisons produce online shows, as well as higher expectations from consumers who expect creative storytelling when showcasing their new collections."

[View this post on Instagram](#)

The magic of Haute Couture filmmaker Loc Prigent steps behind-the-scenes of the Fall-Winter 2020/21 collection in Paris with Virginie Viard, her Studio and the Haute Couture ateliers. Unveiled on July 7th from 12pm Paris time. #CHANELHauteCouture #CHANEL @LoicPrigent

A post shared by CHANEL (@chanelofficial) on Jul 5, 2020 at 2:01am PDT

*Chanel uses Instagram to promote its Fall-Winter 2020/21 Haute Couture collection in a video by French filmmaker Loc Prigent.*

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