

APPAREL AND ACCESSORIES

Chanel taps Sofia Coppola in latest video drop

July 15, 2020



Chanel's showcases Sautoir necklaces and a silk satin dress in the 31 rue Cambon 2019/20 Mtiers d'art collection now in boutiques. Image credit: Chanel

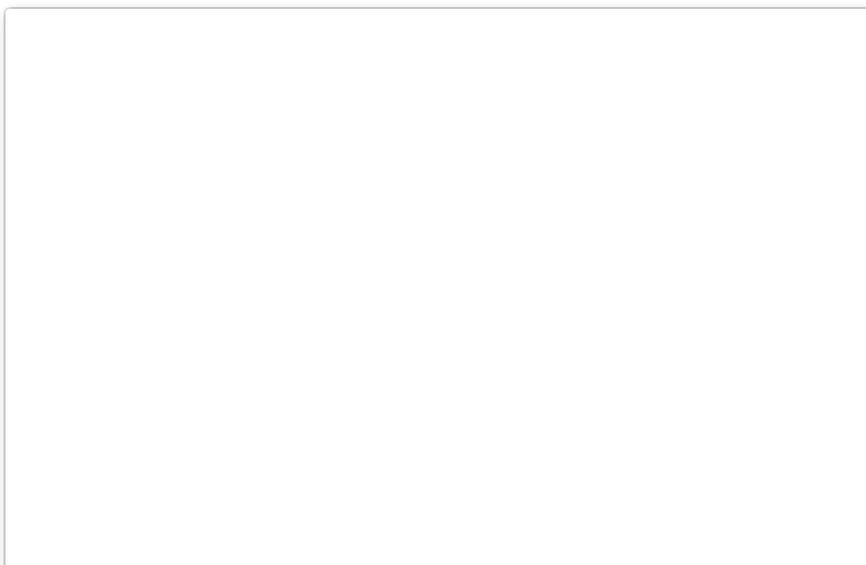
By DIANNA DILWORTH

French fashion brand Chanel has debuted a new campaign to promote the launch of the 31 rue Cambon 2019/20 Mtiers d'art collection, the latest in a series of digital promotions that come as the company has pivoted to virtual presentations in a year of pandemic.

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The latest campaign gives a behind-the-scenes look at the line through a flick by filmmaker Sofia Coppola, starring Chanel creative director Virginie Viard. The effort highlights the collection that debuted in Paris last December that is now available in boutiques.

"This is the quiet before the storm," Ms. Coppola said over footage of handbags and a studio ready for a show. "It's so quiet and then this afternoon it's going to be filled with everyone."



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Behind-the-scenes with Virginie Viard Sofia Coppola joins the Artistic Director of CHANEL's Fashion collections in the days leading up to the 2019/20 Mtiers d'art show. The collection is now in boutiques. Film directed by Sofia Coppola. #CHANELMetiersd'art #CHANEL @Le19M #Le19M @MaisonDesrues #Desrues @Maison_Lemarie #MaisonLemarie @MaisonMichel #MaisonMichel @Lesage #Lesage @Massaro_Paris #Massaro @Goossens_Paris #Goossens @AtelierMontex #Montex #Lognon #SofiaCoppola @AlberteMortensen_ @Lia.Pavlova @Vittoria @Giplv @GigiHadid @NoraAttal @RebeccaLongendyke @LexiBoling @kat_carter_ @Walldamort @BlesnyaMinher @Ola_quetal @MereZoet @PanHaowen @KaiaGerber @IamHyunjiShin @Kafelnikova_A @ElizaKallmann @NikePn @Aivita.Muze @Laurenjdg @NinaFresneau @FeliceNova @RichiePhoenix @MarjanJonkman @JuliaMerkelbach @GiselleNorman1 @Michelle_gtk @AmandaSanchez @AbbyChampion @Byalaslava @MariaMiguel.a @Mikaschndr @TamiWilliamsOfficial @Mona_Tougaard @Victoria_Evseeva @Madeleine_fs @DeirdreFirinne @IneNeefs @LiuBingBing7 @PatrycjaPiekarska @EugeniaDubinova @KdhWillems @HeConghc @SiaVlasova @MaudHoevelaken @Greta_Varlese @AnnaEwers

A post shared by CHANEL (@chanelofficial) on Jul 14, 2020 at 2:04am PDT

Sophia Coppola narrates a behind-the-scenes documentary at Chanel's presentation.

Virtual presentations

The effort drops off-season and aims to highlight the legacy brand's craftsmanship in a show at the Grand Palais with a set that was inspired by the stairs to Coco Chanel's apartment at 31 Rue Cambon.

The collection includes textured details and rich embroidery, along with chains and quilting. Ms. Coppola filmed the pieces in the run-up to the fashion show and, as a style icon in her own right, shared her own thoughts on Chanel.

"When I think of Chanel, the first thing that comes to mind is Rue Cambon and Coco Chanel and her famous staircase," Ms. Coppola said.

The campaign dropped via email and in several social media posts that included images and videos as part of the brand's reliance on digital channels as the world remains in a state of uncertainty.

The films and videos were posted to Instagram this week, following posts promoting the brand's new series, "In the Haute Couture Ateliers" by filmmaker Loc Prigent's fall-winter 2020/21 Haute Couture collection report that focuses on the creative dialogue between Ms. Viard and the ateliers to bring her vision to life.

"It feels like every luxury brand seems to be lifting the curtain to show what goes on behind the scenes and Chanel has jumped on that bandwagon," said Skip Fidura, fractional chief marketing officer at The Overmore Group, London.

"That said, the 'In the Haute Couture Ateliers' series is very interesting," he said. "It is very well shot, as you would

expect, although the subtitles are a bit hard to read, so I gave up in the end and just looked at the video.

"It will be interesting to see how many people watched each episode to the end."

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In the Haute Couture Ateliers' the first episode of filmmaker Loc Prigent's Fall-Winter 2020/21 Haute Couture collection report focuses on the creative dialogue between Virginie Viard and the Ateliers to bring her vision to life. In the weeks leading up to the collection presentation, he spent time with Virginie Viard, her Studio and the Haute Couture ateliers to bring you a behind-the-scenes look at the creation process at CHANEL. See all the looks on [chanel.com](https://www.chanel.com) #CHANELHauteCouture #CHANEL @LoicPrigent

A post shared by CHANEL (@chanelofficial) on Jul 10, 2020 at 2:00am PDT

"In the Haute Couture Ateliers" by filmmaker Loc Prigent focuses on Chanel's Fall-Winter 2020/21 Haute Couture collection.

Virtual presentations

Chanel has been hosting virtual fashion shows online as the COVID-19 pandemic is preventing the big shows from presenting in-person.

Last week, the brand gave a virtual presentation for the fall-winter 2020-21 Haute Couture collection in the ateliers at 31 rue Cambon. And last month, it showcased its resort line online.

Chanel used these behind-the-scenes videos to promote the virtual events and give viewers a glimpse behind the curtain.

"While it is all very beautiful, I don't see a clear strategy," Mr. Fidura said.

"Are these videos meant to build buzz around the collection, inspire people with the craftsmanship or was there some other hidden purpose?" he said. "What there didn't seem to be was any call to action.

"After watching the videos I thought, OK, now what?"

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