

APPAREL AND ACCESSORIES

Chanel pushes historical connection to dance in Inside Chanel episode

August 5, 2020



The latest episode of Inside Chanel explores Coco Chanel's special relationship to dance. Image credit: Chanel

By DIANNA DILWORTH

French fashion house Chanel is taking a closer look at the influence of dance on its founder's life and work, and how her love for the art form inspired her designs through the latest episode of "Inside Chanel."

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The two-minute film explores Coco Chanel's special relationship to the world of dance in the new video, looking at the role that dance played in the life of Gabrielle "Coco" Chanel. The new episode continues Chanel's unique storytelling branding strategy that sets the brand apart.

"This campaign digs further into the heritage of Gabrielle Chanel by offering audiences a fresh new story about how dance inspired her vision and passion, unleashing a new chapter of her legacy," said Livia Stefanini, a London-based luxury consultant.

"Thanks to the unique and intriguing storyline, the campaign is targeting a broad aspirational yet cultural audience, beyond your typical fashionista," he said.

Video strategy

The latest episode tells the story of how Coco Chanel studied dance and the influence it had on her design work.

"Content is king and has been for years, but storytelling in a disrupted and disjointed world is essential at this moment in time," Ms. Stefanini said. "Global luxury leaders need to invest in their brand equity, especially as the market dips in order to keep their fans engaged and with content that can live on all kinds of platforms.

"The story of Gabrielle, her views on feminism and self expression will always remain the core of the brand, especially when and where designers change," she said. "In this case, her love of dance, its audacity and diversity act as a reminder of Chanel's brand and design roots."

The video reveals the importance and many roles that dance plays in life, and how this inspiration is felt in the look of Chanel's fashion brand.

"Dance is natural. Dance is revelation. Dance is openness. Dance is audacity. Dance is adversity. Dance is staying

true," reads flashcards during the video.

"There is a lot of heavy messaging and alignment around purpose, values and drivers," said Catherine Broome, fashion and luxury consultant at Odgers Berndtson, London. "Dance is something that we immediately find aspirational, and also see as a representation of freedom. In times where many people feel highly restricted this alignment with form and movement will be highly aspirational.

"The piece uses phrases such as expression of movement,' which is extremely powerful to the subconscious mind in a time of lockdown," he said. "It is also interesting to note the phrase dance is natural' which sends strong alignment messaging with the natural world, the planet, and the consumers renewed interest in nature at this time.

"There is also a heavy leaning toward the history of Chanel, we go on a journey through her deep cultural heritage which further aligns us to the values that we hold."

"The values that we hold build into a sense of purpose, an alignment of purpose is what makes us an active consumer of a brand."



Coco Chanel was close friends with French dancer Serge Lifar. Image credit: Chanel

Inside Chanel

Inside Chanel has focused on the founder's life and heritage from other aspects. In Chapter 27 of the series, viewers learn about Coco Chanel's connection to some of the great artistic masters of the 20th century.

Chanel's deep connections to Stravinsky, Picasso and Valentine Hugo are also played up in the video.

This latest video follows a similar narrative strategy with images, video and music. This video highlights her connect to iconic dancers Caryathis, Isadora Duncan and Serge Lifar.

"A picture tells a thousand words, a movie tells a million," Ms. Broome said. "If we take the case in point, we are exposed to so very many brand values of Chanel with which we can consciously or otherwise align to in just under two minutes.

"It reinforces the heritage of the Chanel brand with references to fashion and Paris and extends references to Venice and to other historical figures," she said. "Dance remains a tradition, Chanel remains a tradition.

"Dance is important, Chanel is important. Most importantly, it closes with strong messaging on how Chanel supports heritage around the world. Chanel is heritage. Globally."