

APPAREL AND ACCESSORIES

Chanel taps Pharrell Williams for latest video push

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Pharrell Williams visiting a Chanel atelier in the latest social media drop from the brand. Image credit: Chanel

By DIANNA DILWORTH

French fashion brand Chanel has dropped a new video starring singer Pharrell Williams to promote the hand made tweed and embroidery in the 31 rue Cambon 2019/20 Mïers d'art collection, the latest in a series of digital videos starring iconic brand ambassadors.

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The latest campaign gives a behind-the-scenes look at Mr. Williams visiting a Chanel studio along with System Magazine. The effort highlights the collection that debuted in Paris last December that is now available in boutiques.

"It's like a guild that's filled of just artists who take time and skill set, passion and connection among others, to work in unison," Mr. Williams said over footage of him visiting with the artisans in the Chanel atelier workshop.

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Follow Pharrell Williams and System Magazine through the ateliers of the embroiderer and tweed maker Lesage during the Paris 31 rue Cambon 2019/20 Mtiers d'art collection creation. Video by System Magazine.
#CHANELMetiersdArt #CHANEL @Le19M #Le19M @Lesage #Lesage @Pharrell #Pharrell @SystemMagazine

A post shared by CHANEL (@chanelofficial) on Aug 10, 2020 at 9:00am P..

Pharrell Williams stars in a Chanel's latest video drop.

Creative connections

Mr. Williams is an iconic face for the Chanel brand and bringing him into the studio to see how the Chanel artisans work shows a creative connection between the fashion house and the musician. As he appreciates their artform, the viewers put the musical artist in the role of aficionado, a revered position for the brand.

"Pharrell Williams has been a brand ambassador with Chanel for many years having created street ware inspired clothing, tennis shoes, and glasses for them," said Rebecca Miller, founder/principal of [Miller&company](#), New York. "Not new to Williams, who has worn Chanel's women's clothing and accessories long before unisex was considered appropriate for a couture house, has been a stage for developing his passion for creative expression beyond music."

"This new campaign allows him to expand his creativity through the ateliers of the embroiderer and tweed maker Lesage, bringing a richer dimension to his collaboration providing an enhanced focus on the artisans, their sense of community and highly disciplined skills," she said.

Filmmaker Sophia Coppola was featured in another series of films promoting the legacy brand's craftsmanship. She filmed the fashion show for the same line 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 ([see story](#)).

"Ambassadors have the ability to gain visibility which typically translates into market share for a luxury brand," Ms. Miller said. "Their engagement with social media and followers has the ability to make the awareness of a brand or new collection materialize instantly."

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House ambassador Pharrell Williams visited the ateliers of the feather and flower maker Lemari for System Magazine. The story focuses on the discovery of the savoir-faire behind the Paris 31 rue Cambon 2019/20 Mtiers d'art collection. Video by System Magazine.
#CHANELMetiersdArt #CHANEL @Le19M #Le19M @Maison_Lemarie
#MaisonLemarie @Pharrell #Pharrell @SystemMagazine

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Pharrell Williams is amazed by the process of creation in Chanel's atelier.

Digital pivot

Digital has become central to Chanel's marketing and communications strategy ever since the lockdown began. These videos are a part of the brand's pivot to virtual presentations instead of in-person fashion shows.

Mr. Williams starred in a social media campaign back in April, dancing around the room in oversized rectangular black acetate sunglasses that are embellished with fine metal plaques and engraved with a motif that aims to evoke a woven tweed. This latest video deepens the connection between the musician and the iconic Chanel tweed ([see story](#)).

The latest campaign dropped via several social media posts that included videos as part of the brand's reliance on digital channels as the world remains in a state of uncertainty. The brand recently released its cruise 2020/21 and Haute Couture fall-winter 2020-21 completely through digital presentations.

These campaigns rely on the brand's heritage and also its connection to lively entertainers to help entertain and connect with consumers during a difficult pandemic year.

"During uncertain times, luxury brands are wise to continue on a trajectory of proven success," Ms. Miller said.

"They need to be seen as innovative while being respectful of the world at large, today more than ever.

"This campaign showcases the goodwill of Chanel through its acknowledgement of artisans who need to remain employed in an already shrinking industry by another who has the ability to energize global revenue opportunities."