

APPAREL AND ACCESSORIES

Chanel teases spring/summer collection in relatable photo series

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Louise de Cheigny for Chanel spring/summer 2021. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

France's Chanel is sharing some personal black-and-white photographs and videos to promote the fashion label's ready-to-wear spring/summer 2021 collection.

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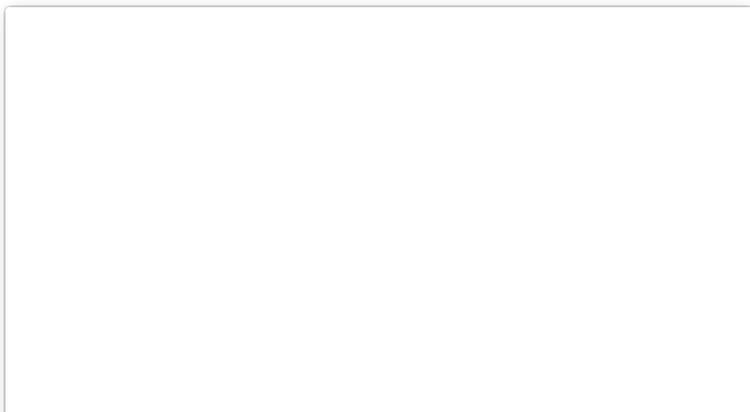
Shared on Chanel's Instagram and Twitter accounts, most of the photographs and videos show models casually wearing pieces from the collection inside elegant Parisian apartments. Dutch photography duo Inez and Vinoodh shot the campaign, which in their intimacy and simplicity, feel fresh and authentic for the era of coronavirus.

Chanel at home

In every photograph, only one of the three women Louise de Cheigny, Mica Argaraz and Rianne Van Rompaey is shown. This makes the images feel more personal, but also reflect the reality of social distancing.

Mimicking a screenplay, All of the images are captioned with the scene; for instance, "exterior (the street)" or "interior (the bedroom)." This echoes the theme of Chanel's runway show for the season, which was Hollywood.

The first set of images shows the models posing outside of a building, but other nine are set inside apartments. Each apartment is different, speaking to the characters' different personalities.



[View this post on Instagram](#)

INTERIOR: BEDROOM. The delicate femininity of a layered dress Mica Argaraz wearing the CHANEL Spring-Summer 2021 Ready-to-Wear collection. Part of a series of 12 scenes photographed by Inez & Vinoodh. See all the looks on [chanel.com](#) #CHANELSpringSummer #CHANEL #PFW @Le19M #Le19M @MaisonMichel #MaisonMichel @Goossens_Paris #Goossens @InezandVinoodh #InezandVinoodh @Micarganaraz Succession Picasso 2020

A post shared by CHANEL (@chanelofficial) on Oct 8, 2020 at...

Instagram post from Chanel

In one group of images, each woman is shot looking out a window. Another set shows each model captured "mid-conversation" posing with a phone.

The final photographs show the women in bed, writing notes that can be either imagined to be work-related or perhaps love letters.

Luxury brands have gotten more creative marketing fashion shows and collections. With fashion weeks still not "back to normal" due to the pandemic, most runaway shows are presented in front of limited audiences without press and live-streamed.

Fashionbi's "[Digital Fashion Weeks](#)" report analyzed the strategies, viewership and engagement of fashion brands participating in these digital events. While many luxury brands have grown more accustomed to sharing fashion week content on social media platforms, this was an unprecedented and relatively sudden move in favor of digital, as well as hybrid, events ([see story](#)).

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