

## Chanel puts jewelry on display in surrealist campaign

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A *Chanel Dream Never Fades* also serves as the brand's holiday campaign. Image credit: Chanel

By ELLEN KELLEHER

French fashion label **Chanel** is embracing a touch of magical realism for its latest campaign to showcase the elegance of its watches and jewelry.

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"A *Chanel Dream Never Fades*" is a short surrealist caper that uses a cast of four models to highlight the brand's Plume de Chanel, Camlia and Coco Crush lines of rings, necklaces and earrings as well as watches. The footage adds a bit of style and mystery to the collection and represents another attempt by Chanel to use social media as a tool for storytelling.

"The short portrays the surreal time we're all experiencing," said Chris Ramey, founder of **The Home Trust International**, Palm Beach, Florida. "Chanel exists in a special harmonic place where the endlessness of dreams and reality collide."

### Surrealist impulses

Synonymous with its double Cs logo, Chanel has a reputation for attempting to maintain an image of exclusivity. It has shied away from ecommerce in the past, while leveraging digital storytelling.

The vignette opens with a woman in a white sweater, a woman in a red sweater and a man in black about to disembark from an Art Deco building elevator.

*Chanel uses social media with a hint of glamor to protect its reputation for exclusivity*

"You love me like I love you," sings Alma Cogan in "Dream Talk," the short's soundtrack. "You need me like I need you."

The elevator doors open as the woman in red looks up at a Chanel clock and the white walls stretching above it.

"Am I dreaming?" she asks.

The three start to explore the elegant, but sparse, surroundings in a trance-like state. Everything is white and black, apart from a gold mirror and a few other items, tying in the Chanel color scheme.

The woman in white finds a light switch with the word Dream on it and hits it. Suddenly, the chandelier goes on and the steady patter of song lyrics grow louder.

A woman in black appears and joins the group of investigators on their quest to understand their surroundings. Lingering close-up shots allow the Chanel jewelry and timepieces to shine.

The woman in white, who is wearing an elegant Plume de Chanel ring, finds another Coco Crush ring hidden behind a curtain. Other pieces featured include a Les infinis de camlia necklace and an 18k white gold bouton de camlia ring.

The man in black, meanwhile, heads to the chandelier in the middle of the room and plays with it. Lastly, the woman in red finds a spot atop a marble fireplace and lounges there. Chanel jewelry bags are stacked on the floor nearby.



*The film is a follow-up to Chanel's spring 2020 fine jewelry campaign, Over the Moon. Image credit: Chanel*

The scene shifts again and the woman in white is lying on the ground next to the man in black.

"I dreamt about you last night," she says. "What happened?" he asks.

She whispers coquettishly to her love interest while the woman in red and the woman in black lie near the couple.

At a certain point, the magic has to end and the no-nonsense woman in red heads to the light switch with the Dream logo and turns it off. The scene ends and a Chanel logo appears.

#### History of storytelling

Romantic and surreal vignettes have been a focal point for Chanel's recent brand messaging, as it turns to storytelling over a direct sell.

"A Chanel Dream Never Fades" serves as a follow up to an earlier jewelry effort.

In January's "Over the Moon," the same four models enter an elevator as strangers but end their journey on closer terms. The story has a similar retro aesthetic and follows the quartet on an elevator ride to another unexpected destination ([see story](#)).

More recently, Chanel rang in the 100th anniversary of its iconic N 5 with a mesmerizing short starring the fragrance's new ambassador. In the film, French actor and singer Marion Cotillard dances across the streets of Paris and onto a lunar landscape in a gold sequin lace gown ([see story](#)).

All of its efforts to embrace social media as part of its campaigns have emphasized the romanticism that people associate with Chanel.

"Luxury is always fantasy set by dreams of desire," Mr. Ramey said. "That's Chanel."