

APPAREL AND ACCESSORIES

## Chanel names Charlotte Casiraghi as newest brand ambassador

December 22, 2020



*Behind-the-scenes of the SS21 ready-to-wear collection, Charlotte Casiraghi photographed by Inez & Vinoodh. Image credit: Chanel*

By LUXURY DAILY NEWS SERVICE

French fashion house Chanel has announced Charlotte Casiraghi, daughter of Princess Caroline of Monaco and granddaughter of Grace Kelly, as the brand's newest ambassador.

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Sealing a long relationship based on trust and friendship initiated by Karl Lagerfeld and continued by Virginie Viard, Charlotte Casiraghi will become an ambassador and spokesperson for the House beginning Jan. 1 2021. She will embody the campaign for the Spring-Summer 2021 ready-to-wear collection and will be unveiling the *Les Rendez-vous littéraires rue Cambon* series, a project perpetuating Gabrielle "Coco" Chanel's and Karl Lagerfeld's love for literature.

### Royal legacy

Ms. Casiraghi has maintained a close relationship with the French brand her entire life, as her mother frequently wore designs by the late Karl Lagerfeld. In 2012, Ms. Casiraghi was photographed by Mr. Lagerfeld for his book *The Little Black Jacket: Chanel's Classic Revisited* and then wore couture Chanel for her wedding in 2019.

She will join fellow brand ambassadors Kristen Stewart, Lily Rose Depp, Penlope Cruz and Keira Knightly and star in an upcoming SS21 ready-to-wear campaign shot at Mr. Lagerfeld's former home in Monaco.

### *Charlotte Casiraghi, Chanel ambassador and spokesperson*

Ms. Casiraghi will also host a series of events throughout next year aiming to bring female writers and actresses together in conversation. Women's liberation and the impact of writing will be a central theme to these events.

The first *Les Rendezvous littéraires rue Cambon* is scheduled to take place on Jan. 26 at Chanel's Paris headquarters on Rue Cambon.

In October, the French brand cast a light on Gabrielle "Coco" Chanel's love of literature in a new installment of "Inside Chanel," the brand's extensive peek at the life of its founder. The video was the 30th episode in the documentary web series and took a nostalgic look at Ms. Chanel's fascination with books and her friendships with a number of authors, from Jean Cocteau to Paul Morand ([see story](#)).

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