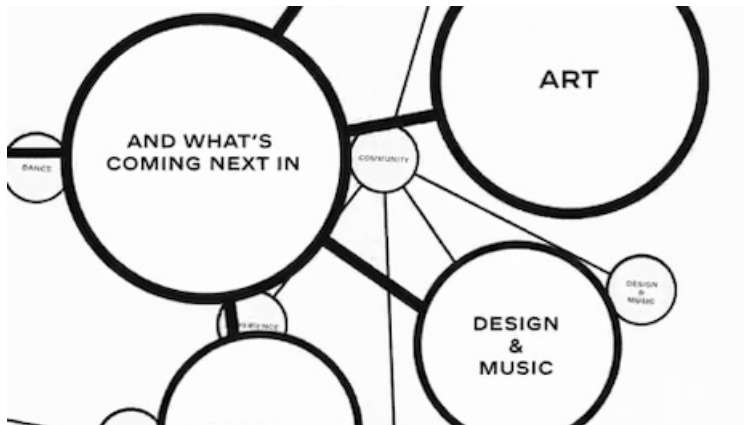


APPAREL AND ACCESSORIES

Chanel explores next cultural frontiers in new podcast episodes

January 15, 2021



The new season of the Chanel podcast explores the future of culture. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

French fashion label Chanel has enlisted friends of the brand and other creative talents to discuss the future of culture in its latest podcast season.

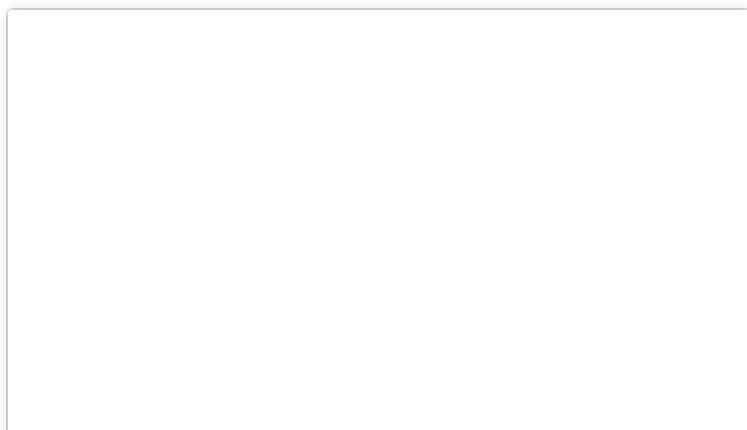
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Launched in 2017, Chanel's 3.55 podcast has explored different topics including the label's traveling Mademoiselle Priv exhibition, its iconic handbag collection and international art and film festivals. The new season, dubbed Chanel Connect, features people from the worlds of art, fashion and more reflecting on how cultural institutions will adapt to a post-COVID world.

Chanel Connect

The new season includes seven episodes running about 30 minutes, all immediately available for on-demand listening. Participants include actors Keira Knightley and Tilda Swinton; filmmakers Garrett Bradley and Lulu Wang; record producer Pharrell Williams and more.

Each episode is introduced by Yana Peel, international arts and culture director at Chanel. A moderator, including Ms. Peel in one installment, then guides the conversation between two other talents.



[View this post on Instagram](#)

A post shared by CHANEL (@chanelofficial)

Instagram post announcing the new season

Topics include the role of women in film, the recent evolution of dance, how Black entrepreneurs and creatives can be supported and the changing culture of celebrity.

With a low cost-of-entry and a high return on investment, brand podcasts have become increasingly popular.

French fashion label Balmain is the latest to join the roster of brands experimenting with podcasts with the launch of a new series hosted by creative director Olivier Rousteing.

"L'Atelier Balmain" will explore the history and pillars of the fashion label, which was founded in Paris in 1945. Mr. Rousteing has garnered acclaim for embracing digital marketing as a way to share luxury heritage with younger consumers ([see story](#)).

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