

APPAREL AND ACCESSORIES

Chanel ambassadors laud craftsmanship in roundtable conversation

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Penlope Cruz, Marion Cotillard and Vanessa Paradis are among the roundtable participants. Image credit: Chanel

By KATIE TAMOLA

French fashion label Chanel is inviting fans to join a dialogue about what it means to wear the brand, highlighting the new spring/summer 2021 haute couture collection.

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In a roundtable discussion moderated by Caroline de Maigret, several Chanel ambassadors come together after the runway show. While maintaining appropriate distance due to COVID-19 restrictions, the women discuss the spring/summer 2021 haute couture show, as well as the care and authenticity that Chanel weaves into each of its products and how it feels to wear the brand.

"The conversation after the Chanel spring/summer 2021 show is a great roundtable that serves as a debriefing of what everyone saw, moments that they have with the brand and how they felt about the collection, the models that walked it and the signature pieces," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "By having ambassadors, friends and models for the brand talking with one another, it allows the listener to see how multifaceted the brand is.

"Everyone reminds the audience that there is a distinction behind clothes that are made in large factories versus couture, which is handmade, and is constructed over a number of hours, reflecting the power of artisan craftsmanship is essential to underscore why these pieces are so coveted and are valued at the amount that they are," she said.

Couture craftsmanship

The short film opens with scenes from the spring/summer 2021 haute couture show, directed by Anton Corbijn, at the Grand Palais in Paris. A jazzy cover of the Ronettes' "Be My Baby" by Linda Ronstadt plays.

All of the roundtable participants are in seen in the show's audience, seated individually in accordance with COVID-19 restrictions. As a shoulder-to-shoulder fashion show is not possible, Chanel is continuing to rise to the occasion in producing creative and safe opportunities to showcase their products.

After the scene is set, the film transitions to the roundtable discussion. Ambassadors participating include Penlope

Cruz, Marion Cotillard, Charlotte Casiraghi, Vanessa Paradis, Alma Jodorowsky, Lily-Rose Depp, Iza Higelin, Blesnya Minher and Joana Preiss.

Chanel ambassadors come together for a roundtable discussion

Ms. Cruz begins by commending the thought and talent that Chanel designer and creative director Virginie Viard puts into the couture garments, and how that translates into the respect the brand has for the consumers who wear their products.

Reflecting on how Ms. Viard designed her gown at the 2020 Oscars, Ms. Cruz notes how Chanel is always creating thoughtful products for all women.

Ms. Minher, who walked in the spring/summer 2021 haute couture show, reverberates the meticulous care and detail that Chanel takes in creating their products.



Blesnya Minher models in Chanel's spring/summer 2021 haute couture show. Image credit: Chanel

Through their conversation, the ambassadors reinforce the notion that even amid COVID-19, Chanel will always be a brand that works with great energy and puts immense detail and passion into each of its garments.

Ms. Depp reflects on an important tenet of Chanel, noting that the garments not only look beautiful, but make anyone feel beautiful upon wearing them.

The roundtable ends with a reflection on how good it feels to come together to experience Chanel, whether in person or virtually, while looking forward to future creative gatherings.

A creative new normal

After the luxury industry took an enormous hit with the COVID-19 pandemic, fashion labels have turned to new ways to share their upcoming collections with media and consumers.

Since last spring, there has been a significant shift in the brand marketing and live production strategies of luxury fashion houses around the world. In the face of adversity, brands such as Chanel, Balenciaga and Givenchy have made apparent strides towards preserving the relevance and creative nature of the fashion industry ([see story](#)).

Chanel debuted its second virtual fashion show online last July, hinting at what fashion shows might continue to look for the duration of the pandemic ([see story](#)).

"As we continue to navigate COVID-19 and remain hopeful for long-awaited vaccines...we have all been living in ways that we couldn't imagine from social distancing, staying home and limiting our interactions," Athleisure Mag's Ms. Smith said. "Yet as a people, we like to commune with one another, celebrate and go about our day to day lives as we have previously done.

"Presenting this conversation in this way shows how they are sensitive to how we are currently living," she said.