

APPAREL AND ACCESSORIES

Latest Inside Chanel episode highlights founder's love of music

February 3, 2021



Inside Chanel talks Coco's world of music. Image credit: Chanel

By KATIE TAMOLA

French fashion house Chanel is delving into the influence of music on its founder and how it informed her life and work in the latest episode of "Inside Chanel."

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In Chapter 31 of the series, the short film highlights the ways Chanel cultivated her love for music, and how the entity permeated throughout her life.

"It's a strong creative outlet that she cultivated simultaneously as she built her fashion brand," said Dalia Strum, founder of [RethinkConnect](#) and professor at the [Fashion Institute of Technology](#), New York. "The idea of incorporating music truly speaks to the ethos of the brand and how they keep themselves and the community inspired.

"Fashion and music are so intertwined and truly align when it comes to sentiment and building emotional connections," she said. "Both focus on the interest graph around culture, emotional connection, and associating timestamps around that moment of time."

What music named and gave her

The short film illustrates just how important music was to Ms. Chanel. Her love of music, specifically the song "Qui Qu'a Vu Coco," even led her to her nickname, "Coco."

The designer found music improved her mood, and her passion for it manifested in disparate ways.

Coco Chanel enjoyed a wide range of music

Ms. Chanel bought herself a grand piano as her first major purchase. The short film also notes that she enjoyed listening to composers including Francis Poulenc, Erik Satie and Georges Auric.

Chapter 1 of the Inside Chanel series premiered in October 2012.

Many recent chapters are focused on the designer's creative inspirations and her role in the arts. The short films are spliced with a litany of graphics, photos of Ms. Chanel and the artists she admired.

She financed composer Igor Stravinsky's "Rite of Spring" ballet in 1920. Ms. Chanel would later credit Mr. Stravinsky with teaching her everything she knew about music.



Coco Chanel enjoyed the works of several composers. Image credit: Chanel

The designer had a wide range of musical tastes.

She would sing along to the blues in her car, but also listen to pop and rock. She traveled to Paris to see Johnny Halladay and to London to see The Beatles.

Ms. Chanel's love for music transcended her, as her own life was eventually turned into a Broadway musical. In 1969, "Coco," premiered, starred Katharine Hepburn and was performed over 300 times.

The video concludes with a reminder that Ms. Chanel's music tastes were vast and eclectic, much like the talent and personality of the founder herself.

The music plays on

The French fashion house keeps its founder's reverence for music alive with its continued campaigns that feature artists.

In April 2020, Chanel released a campaign where musician Pharrell Williams danced around in oversized rectangular black acetate sunglasses that are embellished with fine metal plaques and engraved with a motif that aims to evoke a woven tweed. French musician Sbastien Tellier wore a pair of XL rectangular shield glasses ([see story](#)).

In 2018, Chanel celebrated its musical roots with a partnership with Apple Music. The label has always greatly valued music as part of its brand ethos and fashion shows ([see story](#)).

Inside Chanel investigates every kind of art that Ms. Chanel wove into her life and work. Chapter 27 explored her special relationship to the world of the arts, as the designer had positioned herself in the heart of the constellation of artists at the time ([see story](#)).

With an abundance of new technological and creative opportunities, the fashion label is expected to utilize music in even more ways in the future.

"Music has and always will be a strong element that should be incorporated more," said Rethink's Ms. Strum. "We're starting to see it through the view of TikTok and I'm sure there's more to come."