

APPAREL AND ACCESSORIES

## Chanel reconnects with brand ambassadors after latest runway show

March 15, 2021



Model Blesnya Minher in conversation with Caroline de Maigret. Image credit: Chanel

By SARAH RAMIREZ

French fashion house Chanel is sharing one-on-one conversations with its brand ambassadors after its fall/winter 2021 ready-to-wear show, extending the impact of another fashion presentation impacted by the COVID-19 pandemic.

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Borrowing from a strategy used in previous seasons, Chanel has released Zoom-inspired calls between French model Caroline de Maigret and a younger crop of brand ambassadors discussing the label's latest show. Luxury brands have had to rethink their approaches to promoting new collections, as the ongoing pandemic limits in-person audiences.

### Calling up Chanel

In the new series of videos, posted on Instagram and YouTube, Ms. de Maigret appears to be calling Chanel brand ambassadors on a Zoom or FaceTime call. The shorts mimic the style of video calls, with some of the speakers appearing in corner thumbnails before being seen in wider shots.

Rather than featuring major stars such as Kristen Stewart or Marion Cotillard, Chanel opted to include women who are not global household names, some of whom walked in the ready-to-wear show, in this campaign.

### Model Liu Wen called in from China

In her conversation with Ms. de Maigret, actor Margaret Qualley discusses her personal experience with Chanel creative director Virginie Viard.

"Virginie seems fearless to me, and her clothes replicate that," Ms. Qualley says.

Actor and singer Andra Day shares what it was like to wear to an haute couture Chanel dress to the Golden Globes, which she attended remotely late last month. She won the award for best actress in a drama, the first Black woman to do in 35 years.

Similar to Ms. Qualley, Ms. Day also reflects on how Ms. Viard balances femininity and strength in her designs of the

latest collection. It is a recurring thread in several of the videos.



*Margaret Qualley discussing her favorite look from the show. Image credit: Chanel*

Model Blesnya Minher talked to Ms. de Maigret about her experience walking a runway show in an intimate setting. She described it as similar to the "old days," when she would get ready to go dancing with a group of girlfriends echoing the show's rock n' roll theme.

Also appearing in the series are Chanel in-house model Amanda Sanchez, model Liu Wen, model and DJ Soo Joo Park, singer Jennie and singer Angle.

#### Chanel conversations

Chanel has been encouraging conversations after its pandemic-era runway shows in a series of disparate videos.

In a roundtable discussion moderated by Ms. de Maigret, several Chanel ambassadors come together after the spring 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 ([see story](#)).

Last year, like many brands, French fashion house Chanel livestreamed its spring/summer 2021 ready-to-wear show from Paris, but still utilized its relationships with celebrity ambassadors in a series of interviews with Margot Robbie, Kristen Stewart, Lily-Rose Depp and more regarding their impressions of the show ([see story](#)).

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