

APPAREL AND ACCESSORIES

Chanel hosts literary discussion addressing the female condition

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Actor Lyna Khoudri reads an excerpt from "Girl," a novel by Camille Laurens. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

French fashion house Chanel has invited several female public figures to discuss the interconnectedness of womanhood in its latest literary rendezvous discussion.

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Chanel ambassador and spokesperson Charlotte Casiraghi joined writer Camille Laurens, actor Lyna Khoudri and literary historian Fanny Arama for the second installment of the Rendez-vous littéraires rue Cambon, Literary Rendezvous at rue Cambon. The women take turns citing Ms. Laurens's work while discussing how women experience themselves and one another.

Dizzying elegance

The film opens with a focus on Ms. Laurens's work which is praised for its raw depiction of human desire and female humanity. Ms. Laurens is also praised for gifting each of her heroines in her work a specific and admirable elegance.

Ms. Khoudri reads from "Girl," a novel recently released by Ms. Laurens that examines gender and the role of women in society.

"It's a girl," Ms Khoudri says in the film. "It begins with a word...there is heaven and earth, a word cuts the space in half, cleaves through the crowd, parts time.

The second edition of Rendez-vous littéraires rue Cambon

"You're nothing yet, barely a subject, you labor into being," she says. "You can't yet say I am."

Ms. Casiraghi began analyzing the excerpt, pointing out the repetition of the phrase "It's a girl" that permeates throughout Ms. Laurens's novel. The writer then discusses her motivation in writing this book.

The author says that many of her books do consider the idea of female destiny and condition, but that this particular novel was inspired by the Me Too movement. She said she also began to make a list of possible events that many women at one point or another have to face.

"When I made the list of all these events, especially negative events, attacks, there were so many, that I was astounded," she says. "I thought, This is what it is to be a girl."

The group then discusses the interconnectedness of what it means to be a woman, the pain, the sisterhood and all in between.

Although this discussion was in person, Chanel has also recently offered intimate one-on-one virtual discussions, continuing to offer a range of content aiming to help consumers feel a part of the conversation.

Last month, Chanel offered 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. Borrowing from a strategy used in previous seasons, Chanel released Zoom-inspired calls between French model Caroline de Maigret and a younger crop of brand ambassadors discussing the label's latest show ([see story](#)).

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