

WATCHES AND JEWELRY

## Chanel celebrates iconic J12 timepiece with 12 short films

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*The J12 in 12 series highlights the meticulous thought and style inherent in the timepiece. Image credit: Chanel*

By KATIE TAMOLA

French fashion house Chanel is exploring the thought and style behind its J12 watch in a new 12-part video series.

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The 12 vignettes, each shorter than 35 seconds, are entertaining with a hint of humor, starring two actors who highlight a different aspect of the watch's creation and essence. The new campaign celebrates the 21-year-old watch, an icon of Chanel, highlighting its sleek technical complexity and the thoughtful expertise inherent in its creation.

"This campaign is incredibly effective at sharing a snippet of product knowledge that is memorable," said Casey Golden, founder and CEO of [Luxlock](#), New York. "I think they should keep them coming."

### J12 in 12

The 12 short videos centered on the J12 watch are grouped into distinct categories. The first three films are based on the timepiece's creation, chapters four through six are on the expertise, chapters seven through nine address the key figures and chapters 10 through 12 are about details.

Chanel has been revealing each chapter on its social media channels, in addition to a microsite.



*The J12 made its debut in 2000. Image credit: Chanel*

"Dual Nationality" begins the series by reviewing the watch's design in Paris and its engineering in Switzerland. Chapter two, entitled "The 7 Year Itch" is an illustration of Jacques Helleu's seven years of reflection dedicated to imagining the first J12.

"Then. Reimagined for Now." is the third chapter of the series, which opens with various blueprints and a photo of Arnaud Chastaingt, who worked tirelessly to reimagine the J12 while ensuring the timepiece stayed true to its roots.

The fourth chapter, "The Blueprint," shows an actor reading the timepiece's blueprints like a newspaper on a train while the other actor peeks over her shoulder, ultimately highlighting the 500 different 3D views required to create one J12. "Beauty in over 1300 Celsius" is the fifth chapter, with the women discussing the super-heated powder, warmed to 1300 degrees Celsius, which makes a silky ceramic for the J12 that is seven times stronger than steel.

Chapter six, "The Big Reveal" features the audible second-hand of the J12 as the shot cuts to a closeup of two actors humorously looking at the watch as closely as possible, an ode to Arnaud Chastaingt revealing the new Caliber 12.1 model in 2019.

*Arnaud Chastaingt, director of Chanel's watchmaking creation studio revealed the new Caliber 12.1 model in 2019*

"191" is the seventh chapter, named after the Caliber 12.1 model's construction of 191 pieces. Chapter eight, "70 Hours of Sleep" shows the actors with their watches over the course of 70 hours, wearing, sleeping next to and staring at their J12 watches, illustrating the timepiece's power reserve of up to 70 hours.

"The Watch with 100 Hands," the ninth chapter, shows different spliced shots and photos of the actors' hands as a voiceover explains that 50 experts are required to build one J12 watch.

Chapter ten, entitled "Into the Deep", highlights the sportiness of the J12 as one actor places the watch underwater, referencing the timepiece's ability to resist pressure up to 200 meters deep. Then, "A Sound Approach" cuts to a scene of the two actors holding the bezel of the J12 to a microphone, illustrating the hours of acoustic research that went into finding the unique sound for the J12 bezel.

The final chapter, entitled "One Last Look," completes the series with the actors gifting each other a J12 watch, highlighting the fact that every J12 is inspected with rigor one last time and carefully hand-placed in its box. "With love from us to you," the actor says as the last film ends.

## J12 and storytelling

Chanel's J12 watch is emblematic of the brand's meticulous style and thought process.

Last year, for the watch's 20th anniversary, Chanel kicked off a digital campaign to promote the classic J12 watch in a move to reach younger consumers with this vintage '90s look. The tagline for the channel online effort was "It's all about seconds," in a pitch that plays on "seconds" of times, as well as the product's "second" time around ([see story](#)).

In 2018, Chanel released two brief films, titled "Suis-Moi" or "Follow Me," both in black-and-white with French dialogue, reflecting Chanel's heritage and timelessness. Playing off the black-and-white designs of the J12 collection is also a common tactic for Chanel ([see story](#)).

These storytelling methods that Chanel has employed seem to be fruitful.

"I've learned more in 420 seconds about the JL watch today than I have in the last 20 years loving Chanel," Ms. Golden said. "We're moving in the right direction and looking forward to seeing more."