

FRAGRANCE AND PERSONAL CARE

## Chanel celebrates iconic fragrance with limited collection

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*The new line is called the Factory 5 collection. Image credit: Chanel*

By LUXURY DAILY NEWS SERVICE

French fashion house Chanel is celebrating 100 years of Chanel No. 5 with a new limited-edition collection.

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The Factory 5 collection will include 17 limited-edition beauty products inspired by everyday objects. The new line illustrates the power of the Chanel No. 5 product: the ability to make an ordinary day something special.

"There can be as much value in products that we use regularly as in products that we use for very special occasions," said Thomas du Pr de Saint Maur, head of global creative resources fragrance and beauty at Chanel, in a statement. "It's all about the experience these products give you."

Making the ordinary extraordinary

The Factory 5 collection includes bath tablets, shower gel, body cream and more.

Each product's container will feature Chanel's black and white color code. The line will be launched worldwide on June 29.



*Some of the objects include bath tablets, shower gel, body cream and more. Image credit: Chanel*

"By taking popular consumer items out of their context and dressing them up in the aesthetics of No. 5, we return to Chanel's first creative gesture: that of transforming a functional object into a desirable luxury item," Mr. du Pr de Saint Maur said. "That's what Chanel Factory 5 is all about: offering the experience of luxury in everyday life."

Last year, Chanel rang in the 100th anniversary of its iconic N 5 with a mesmerizing short starring the fragrance's new ambassador.

In the film, French actor and singer Marion Cotillard dances across the streets of Paris and onto a lunar landscape in a gold sequin lace gown inspired by Gabrielle "Coco" Chanel, who launched N 5 in 1921. The campaign cast a surreal light on the fragrance, which remains Chanel's signature product, as it marks its birthday centennial ([see story](#)).

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