

JEWELRY

Chanel marks century of N 5 with high jewelry tribute

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The 55.55 necklace from the N5 collection of high jewelry. Image credit: Chanel

By KATIE TAMOLA

French fashion label Chanel is offering some high praise for its iconic N 5 fragrance with a new thoughtfully-inspired line.

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In celebrating 100 years of the fragrance, Chanel is releasing the N 5 high jewelry collection, with each piece inspired by a different aspect of the iconic perfume. In a new film series, the label illustrates the meticulous thought process and craftsmanship behind the new collection.

"Chanel's campaign featuring their new collection of fine jewelry designed around their iconic fragrance exudes beauty, refinement, quality, rarity and above all how to tastefully expand an established symbol with grace," said Rebecca Miller, founder/CEO of [ARTful Communication](#), New York.

"It clearly emulates what the House of Chanel represents: timeless design," she said. "It honors the brand's reputation for creating products that are formal yet relaxed, bringing pleasure and individualism to those who wear them, no matter the pairing."

N 5 collection

In May 2021, Chanel announced it was releasing a new high jewelry line inspired by the N 5 fragrance bottle, beginning with the 55.55 necklace.

The **N 5 Collection** is the first time N 5 fragrance has overlapped into the artistry of high jewelry. The collection includes necklaces, earrings and a ring, each inspired by different aspects of the fragrance such as the bottle, the floral notes and the color.

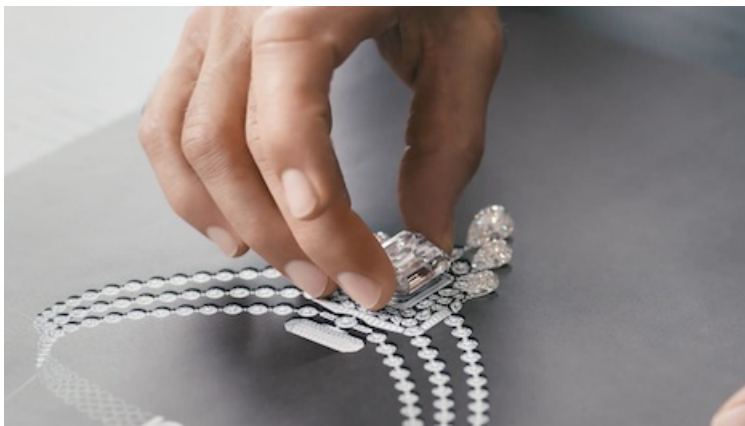
To Chanel, 5 is more than a number

On the N 5 collection microsite, six new films explore the artistry behind the collection: The Bottle; The Flowers; The Fragrance Trail; The Number; The Stopper; The Inspiration.

Similar to the celebrated perfume, each motif complements the other, ultimately creating a high jewelry collection

that conveys the classic, opulent and admirable attitude of the fragrance.

Each film is less than 45 seconds with the same dramatic soundtrack.



The 55.55 diamond resembles the bottle stopper. Image credit: Chanel

In "The Bottle," Patrice Legureau, the director of Chanel's fine jewelry creation studio, examines and ponders the 55.55-carat diamond used in the 55.55 centerpiece necklace. The D flawless diamond is cut in the same proportions as the N 5 bottle stopper.

Next, Mr. Legureau draws and designs bejeweled floral motifs in "The Flowers."

In "The Fragrance Trail," Mr. Legureau examines a handful of topaz stones, laying a few stones over a photo of The Golden Burst Necklace. The piece contains 54 imperial topaz stones weighing 358.41 carats in hues that evoke the N 5 fragrance.



The Golden Burst necklace is inspired by the fragrance color. Image credit: Chanel

"The Number" follows the studio director as he paints the high jewelry designs, contrasting the number 5's lines and feminine curves.

"The Stopper" shows Mr. Legureau sketching the form of the perfume bottle's stopper, which is later represented by a 55.55-carat emerald-cut diamond. "The Inspiration" again highlights the necklace the masterpiece of the collection inspired by bottle silhouette.

The N 5 legacy

The thoughtful campaign and motif analysis crafted by Chanel is a testament as to just how central the N 5 fragrance is to the core of the brand.

Introduced in 1921, the fragrance is woven throughout its history, culturally recognized and continuously used as fodder for future inspiration.

In March, Chanel shone a light on its most iconic fragrance in the then-latest iteration of its "Inside Chanel" video series.

Over its lifetime, Chanel has developed brand loyalty through numerous products and relationships, but especially with its century-old fragrance. As a part of its extensive effort of exposing itself to its consumers, this installment of "Inside Chanel" takes audiences through the history and influence of the N 5 fragrance ([see story](#)).

Last December, Chanel rang in the 100th anniversary of its iconic N 5 with a mesmerizing short starring the

fragrance's latest 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. The campaign casts a surreal light on the fragrance, which remains Chanel's signature product, as it marks its centennial ([see story](#)).

Chanel is continuing to invest in and expand on the products that its brand is recognized and revered for.

"Chanel, like many luxury brands, has elected to expand their iconic products into a new realm," Ms. Miller said. "They have taken their persona to heart and held to strict guidelines as to how the iconic products may be represented.

"There is not a hint of disparity concerning the brand's quality or integrity," she said. "No gimmicks, no fleeting trends, just authentic brand execution."

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