

JEWELRY

Chanel gets wordy with latest jewelry campaign

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Chanel redefines elements of style with fine jewelry. Image credit: Chanel

By NORA HOWE

French fashion house Chanel is bringing new meaning to fine jewelry pieces with its latest "Vocabulary of Style" campaign, encouraging its audience to redefine style.

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Through a series of terms and definitions, **Chanel** suggests there are endless ways to wear pieces from its fine jewelry collections, from statement cuffs and offbeat earrings to layered necklaces. The campaign expands on Chanel's tendency to explore the meanings of words and their implications, while nodding to Coco Chanel's love of literature.

Vocabulary of style

Featuring pieces from several of the brand's fine jewelry collections, such as N 5, Camlia, Plume de Chanel, Soleil de Chanel and more, "Vocabulary of Style" redefines style through an examination of five terms: emphasis, repetition, accumulation, anaphora and affirmation.

Emphasis, defined by the **Oxford English Dictionary** as special importance, value or prominence given to something, applies to Chanel jewelry as an imposing piece.



Plume de Chanel ring in 18k white gold and yellow gold and diamonds. Image credit: Chanel

In the case of jewelry, size matters, and the more excessive the better, according to Chanel.

To emphasize one's style, Chanel suggests the Plume de Chanel ring, Coco Rush cuff, Eternal N 5 necklace, Bouton De Camlia earrings or the Comte Perle ear cuff.

Repetition is the action of repeating something that has already been said or done. According to Chanel, it is the same creation iterated again and again.

The brand suggests repeatedly wearing the Bouton De Camlia necklaces and bracelets, Comte Gode earrings and the Lion Mdaille necklaces.

Similar to emphasis, accumulation comes into play in terms of excess. Chanel believes there is no such thing as too much, encouraging a redefinition of style through adding, stacking, collecting and combining.

For Chanel, anaphora relates to the power that style has for one piece of jewelry. By styling the same piece in a multitude of ways, Chanel encourages audiences to discover the power of metamorphosis and transformation without changing the piece itself.

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A post shared by CHANEL (@chanelofficial)

Finally, the term affirmation completes the campaign. For this segment, Chanel follows the mantra: to choose is to

abandon and to abandon is to affirm.

The campaign is running over the course of several days across the brand's social channels, allowing for a prolonged, more engaged connection with its audiences.

Loving literature

Throughout a number of campaigns and brand efforts, Chanel has paid homage to its founder's love of language and literature.

This time last year, the brand cast a light on Gabrielle "Coco" Chanel's love of literature in a new chapter of "Inside Chanel," the brand's extensive peek at the life of its founder.

The video takes a nostalgic look at Ms. Chanel's fascination with books and her friendships with a number of celebrity authors of her day, from the playwright Jean Cocteau to the short-story writer Paul Morand.

A bookworm, Ms. Chanel devoured serialized novels as a child on a quest to become a heroine herself. The designer's founder later went on to read all the books recommended to her by the English polo player Arthur Edward "Boy" Capel, her lover ([see story](#)).

After announcing Charlotte Casiraghi, daughter of Princess Caroline of Monaco and granddaughter of Grace Kelly, as the brand's newest ambassador in December 2020, Chanel and Ms. Casiraghi began hosting a series of events aiming to bring female writers and actresses together in conversation Les Rendez-vous littéraires rue Cambon.

In April, Ms. 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 took turns citing Ms. Laurens' work while discussing how women experience themselves and one another ([see story](#)).

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