

APPAREL AND ACCESSORIES

Chanel gets consumers talking with runway horse

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House ambassador Charlotte Casiraghi rode a thoroughbred horse at the Chanel spring/summer 2022 haute couture show. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

French fashion house Chanel is facing criticism after a surprise guest joined models at its spring/summer 2022 haute couture show.

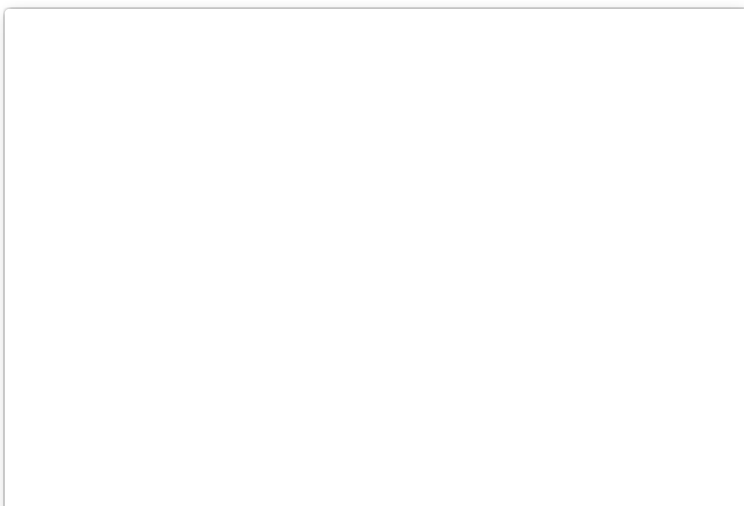
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For Chanel's first full in-person show in two years, brand ambassador Charlotte Casiraghi rode a thoroughbred horse on the winding catwalk. The opening was a reference to house founder Gabrielle Chanel's appreciation of the equestrian world, but the stunt has also been criticized by animal rights activists.

Yay or neigh?

Ms. Casiraghi, a showjumper herself, wore a collarless Chanel tweed jacket and matching pants while riding her horse on stage, which resembled a showjumping course.

"I immediately think of the story of Chanel and Gabrielle Chanel," Ms. Casiraghi says in a [brand video](#) about the show. "Horses and riding were extremely important, if not instrumental, in her vision of fashion."



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A post shared by CHANEL (@chanelofficial)

Chanel was criticized for having a horse on its runway

Chanel creative director Virginie Viard also has affection for horses, according to the brand video that shows the behind-the-scenes preparation for the runway presentation. The concept was meant to explore how refinement and animality can coexist.

The brand has posted videos and photos of the horse on the runway across its social media channels. Social media users, however, have not hesitated to express their disappointment in Chanel for using a live animal for a fashion show.

Animal rights organization PETA has also criticized Chanel's use of the horse on the runway. The animal's appearance had been teased in promotional images for the couture show.

Chanel is one of several brands with equestrian ties, including Hermès, Longchamp, Louis Vuitton and Gucci.

Gucci featured horses prominently in its spring/summer 2020 campaign, titled "Of Course a Horse" ([see story](#)). The Italian fashion label also recently came under fire for including live tigers in its Gucci Tiger campaign this month ([see story](#)).

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