

WATCHES AND JEWELRY

Chanel revives whimsical J12 effort in watchmaking push

April 5, 2022



Mona Tougaard returns for another J12 effort. Image credit: Chanel

By SARAH RAMIREZ

France's Chanel is delving into its watchmaking offerings with a playful campaign centered on the J12.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The six-part series returns with the same cast as last year's J12 effort, models Mona Tougaard and Giedre Dukauskaite, to uncover more details of the house's iconic timepiece. The short films have the same black-and-white aesthetic typical of Chanel's watchmaking campaigns, as well as the brand's trademark lightheartedness.

Winding down

Chapter 1, "The Center of the Universe," begins with Ms. Tougaard standing in front of a drawing of the solar system, resembling a schoolteacher.

She explains that the J12 is manufactured at its own facility in La Chaux-de-Fonds, Switzerland described as "the center of the universe," at least for watchmaking as Ms. Dukauskaite adds.

The new J12 campaign adds quirkiness to watch facts

Next comes "A Balancing Act," as the two women sit on an elegant see-saw. They achieve perfect balance, with a feather delicately landing on Ms. Tougaard's head a metaphor for how the J12 finds harmony between design and function.

In the third installment, "Meet Harry," a hedgehog crawls and sniffs all over a white J12.

After Harry crawls away, the models take a magnifying glass and inspect the watch for scratches. They do not find any, indicative of the J12's durability.

Chapter 4, "Hammer Time," also touches on the watch's durability while alluding to the MC Hammer track "U Can't Touch This." Ms. Tougaard wields a hammer over a J12, before Ms. Dukauskaite tell her to use a carnival game mallet instead.

The models do not smash the watch, instead posing with the mallet as if it was an electric guitar. The vignette's tagline a recurring feature in the series states "the J12 is tested to resist shocks of up to 5,000 g-force."

The fifth installment compares the two different styles of the J12, the 33 mm and 38 mm.

The women exchange specifics of the two watch models, including the weights, and Ms. Dukauskaite mentions that her watch has a date. When Ms. Tougaard replies in surprise, Ms. Dukauskaite replies cheerfully that she is her date.



The smaller 33 mm J12 has a new self-winding movement. Image credit: Chanel

The final installment, "Hypnotize Me," resembles a kaleidoscope. The women's faces appear, as well as a diamond tourbillon, as soothing music plays.

Chanel's J12 watches have automatic tourbillon movements. The watches are unique because the tourbillon includes a diamond solitaire that rotates to reveal its 65 facets.

Watch wonders

The new J12 campaign coincides with the conclusion of Watches and Wonders Geneva 2022, a notable trade show where Chanel Horlogerie Joaillerie participated ([see story](#)).

Last year, Chanel introduced 12 short videos centered on the J12 watch, which were 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 ([see story](#)).

In 2020, for the watch's 20th anniversary, the French house 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 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](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.