

APPAREL AND ACCESSORIES

Chanel offers energetic, eccentric ode to youth in new spot

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Whitney Peak for Chanel. Image credit: Chanel

By KATIE TAMOLA

France's Chanel is saluting the joie de vivre of consumers in a new effort starring Ugandan-Canadian actress Whitney Peak.

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In a video that seamlessly melds a cinematic approach, a pop art feel and the sights of New York, Chanel and Ms. Peak illustrate the unpredictability of a fun night out. Through it all, house ambassador Ms. Peak wears the Chanel 22 Bag, an ode to the fact that life can be unpredictable, but all can be done in style.

"The ad communicates the essence of what it means to be a Chanel girl," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York. "She is affectionate, capricious, and beautiful.

"She is also fully contemporary in the way she uses technology, or the way she talks and the fact that she incorporates a Chanel jacket and leather bag without much thought."

What a night

Ms. Peak is best known for her work as star of HBO Max's revival of "Gossip Girl." She has also appeared on "Home Before Dark" and "Chilling Adventures of Sabrina."

Chanel named Ms. Peak a brand ambassador in 2021 ([see story](#)).

And they did not even make it to the party

The new vignette, directed by Dutch photography pair Inez van Lamsweerde and Vinoodh Matadin, begins with Ms. Peak, appearing drowsy in her bed but fully clothed and fashioning her neon pink Chanel bag.

The shot quickly cuts to an adorable blue-eyed kitten playing with a pink ball of yarn. Once again, the screen cuts to Ms. Peak, who begins writing in a journal, pauses and makes inviting eye contact with the camera for the second time.

Her voiceover begins as she is recording a voice note for her friend, explaining the exciting night she had the

evening prior, as frantic images begin permeating heart graphics, the Manhattan Bridge, a boombox, city traffic. As Ms. Peak describes her adventures, the video transforms into the night before.

The actress applies her makeup, reclines on her bed with her friend while observing her outfit complete with her Chanel bag in a handheld mirror as the eccentric, entertaining vibe of the video continues with random shots of horses galloping and a 1980s-esque graphic of "GET READY!" flashes on the screen.

The ambassador continues excitedly illustrating her evening, including her friend arriving in a yellow taxicab, not as a passenger but the driver. The group of friends laugh and jubilantly peruse Brooklyn, engaging in an evening of pizza, hefty light sticks and the unpredictable beauty of youth.

The Chanel 22 Bag is by her side for each adventure Ms. Peak joyfully engages in as the cinematic short ends on a sentimental note, with the actress ending her voice note saying she wishes whomever is to receive the message could have been there.



The Chanel 22 Bag, available in several color ways. Image credit: Chanel

The film ends with a romantic, slow guitar chord as Ms. Peak looks directly into the camera over her shoulder, Chanel bag intact, telling her friend she loves them.

"I wish you could've been there," she says. "Give me a call back when you can.

"I love you, bye."

Reaching younger audiences

The latest spot with the "Gossip Girl" star could be an indication of Chanel catering to the next generation of luxury.

In January, the label channeled a youthful approach with the launch of No. 1, its new sustainable skincare and makeup line.

A short vignette positions a person's skin as its first canvas for care, explaining how the new line brings out the fresh glow in every consumer. Chanel is also showing it is listening to the younger generations' environmental concerns, producing a line of products that are formulated with up to 97 percent of natural origin ingredients ([see story](#)).

Chanel is not the only brand trying to reach younger audiences.

In February, France's YSL Beauty tapped one of the stars of the hit show "Euphoria" as a new brand ambassador as the label appeals to influential Gen Z consumers.

American model and actress Barbie Ferreira has been named a U.S. brand ambassador for YSL Beauty and will reportedly appear in campaigns for Nu Bare Look Tint foundation, Lash Clash mascara and Black Opium eau de parfum. She joined other YSL Beauty ambassadors such as Zo Kravitz, Kaia Gerber and Dua Lipa ([see story](#)).

"This is a very successful and effortless reach for the next generation of consumers," Ms. Serdari said. "Whitney Peak comes across as intelligent, independent, caring and interesting.

"I was not surprised to read the credits and realize that this is a communication piece directed by Inez & Vinoodh; this amazing Dutch duo has been bringing innovation to the field of fashion through a variety of projects that are consistently ahead of the curve," she said. "Chanel chose the right creatives to link Whitney Peak's popularity to the desire that can be generated through an everyday exchange of bits and pixels on a teenager's screen."

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