

APPAREL AND ACCESSORIES

Chanel continues colorful handbag push with house ambassadors

April 12, 2022



Lily-Rose Depp with the new Chanel 22 handbag. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

French fashion label Chanel has unveiled new installments of its spirited campaign with Dutch duo Inez & Vinoodh.

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Actresses Lily-Rose Depp and Margaret Qualley join fellow house ambassador Whitney Peak with their own films as part of the Chanel 22 bag. The series offers youthful glimpses of the stars' everyday lives in their respective home cities, with an added dose of Chanel glamour.

Day in the life

According to Chanel, the campaign updates "the American Way of Life" as it explores youthful exploration in distinct settings.

The first installment, starring Ms. Peak of "Gossip Girl," teased an adventurous night in New York ([see story](#)).

Ms. Depp's vignette is set in Los Angeles, where she begins her day by sleeping in until 11 in the morning.

Lily-Rose is hard at work in L.A.

Predominantly shot in black-and-white, the film follows Ms. Depp's "productive" day of exercise, poolside drinks and fast food. As nightfall approaches, she is mischievously roller skating inside her house.

Finally, very much the movie star, she goes on a joyride to see the Los Angeles skyline light up the dark sky.

The third film is set in the desert, with cacti and palm trees dotting the background. The environment is meant to recall Ms. Qualley's early childhood on a ranch in Montana.

Ms. Qualley is there to recharge and reconnect with nature, hiking and horseback riding as she tries to keep her anxiety at bay.



[View this post on Instagram](#)

A post shared by CHANEL (@chanelofficial)

Margaret Qualley tries to unwind in the desert

The series has recurring motifs, including first-person narrations, cheeky interludes of colorful and frantic B-roll and pop art-inspired graphics.

Inez & Vinoodh's lively campaign which is both aspirational and relatable serves as a fitting introduction to the Chanel 22 bag, introduced this year by creative director Virginie Viard.

The bag's slouchy shape is casual, while the supple, quilted leather is refined. The quilting is complemented by other Chanel signatures, including a metal chain and "Chanel Paris" medallion with the double-C emblem.

Starting at \$5,100 for the smaller size, the Chanel 22 handbag is available in white, black, pink, coral, purple and navy. A backpack version and larger silhouette are also available, all of which are adorned with the Chanel wordmark.

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