

APPAREL AND ACCESSORIES

## Chanel celebrates the great outdoors in sun-drenched campaign

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*Margaret Qualley poses in pieces from the new Coco Beach collection. Image credit: Chanel*

By NORA HOWE

French fashion house Chanel is tapping into the power of Vitamin D in a new campaign celebrating its Coco Beach 2022 collection, starring actress and house ambassador Margaret Qualley.

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Directed by Lachlan Bailey and imagined by creative director Virginie Viard, the campaign exudes summertime in the Mediterranean, depicting the young actress frolicking seaside set against a bright orange sunset. The ready-to-wear collection is available in only a selection of boutiques in the Americas, Europe, the Middle East and Asia.

On holiday

Donning an assortment of pieces from Ms. Viard's latest collection, Ms. Qualley is shown relaxing poolside, observing the sunset sky atop rocks and jumping into the water from a dock a quintessential summer aesthetic.

The soundtrack, the rapid yet melodic plucking of guitar strings, only adds to the summertime ambiance representing what it might be like to spend a vacation on the coast of Spain.

Inspired by its own house codes, Chanel intends for the collection and its corresponding film to celebrate the power of the sun and being outdoors.

*Margaret Qualley enjoys a seaside sunset in Chanel's latest campaign*

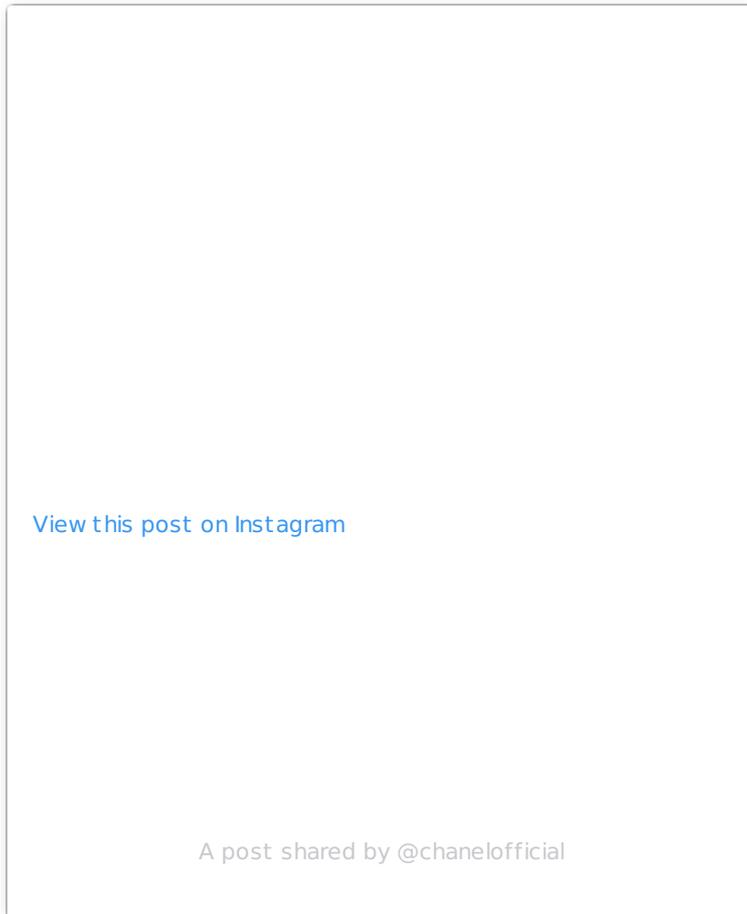
Ms. Qualley sports swimsuits and cover-ups in some shots and colorful two-piece sets in others.

In the campaign imagery, the actress gives off an effortless yet sophisticated spirit, perhaps symbolizing how consumers may feel in Ms. Viard's latest collection.

The daughter of actress and model Andie Macdowell, Ms. Qualley began her acting career in 2013 with a minor role in "Palo Alto," but gained significant praise for her role in HBO's "The Leftovers" between 2014 and 2017.

She was nominated for an Emmy Award for her portrayal of actress Ann Reinking in FX's "Fosse/Verdon," and earned a Golden Globe nomination for her role in Netflix's miniseries "Maid."

Despite a short modeling career, fashion remains an important part of Ms. Qualley's life, and she has served in a number of campaigns for Chanel, as well as brands Celine and Kenzo.



*The campaign includes a short film and a number of still images*

Available globally in physical Chanel boutiques, the collection includes various ready-to-wear items such as tops, pants, cover-ups, swimwear, jewelry and handbags.

#### Face of Chanel

Celebrity endorsements and house ambassadors are commonplace within the luxury fashion marketing space, but Chanel seems to utilize its famous friends more often than most.

Most recently, the house unveiled new installments of its spirited campaign with Dutch duo Inez & Vinoodh. Actresses Lily-Rose Depp and Ms. Qualley joined fellow house ambassador Whitney Peak with their own films as part of the Chanel 22 bag.

The series offered youthful glimpses of the stars' everyday lives in their respective home cities, with an added dose of Chanel glamour ([see story](#)).

Earlier this year, Chanel made headlines with house ambassador and Monaco royal Charlotte Casiraghi, who rode through the brand's first in-person catwalk in two years on a thoroughbred horse.

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 ([see story](#)).