

WATCHES AND JEWELRY

Chanel garners intrigue for 18 Place Vendme through inspiring narrative

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The new space features exclusive high jewelry collections and timepieces. Image credit: Chanel

By NORA HOWE

French fashion house Chanel is using the power of film to build interest for the reopening of its iconic jewelry atelier at the historic address, 18 Place Vendme, following a year of extensive renovations.

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To generate excitement for the grand reopening of the storied flagship watches and jewelry boutique, the brand released a short film, "I am 18 Place Vendme," exploring everything the building symbolizes. The newly renovated building now houses the Chanel creation studios, the high jewelry workshop and a new boutique.

"The address listed as 18 Place Vendome was in a perfect position on the octagonal square across from Chanel's apartment which she was able to view when she was in residence," said Rebecca Miller, founder/CEO of **ARTful Communication**, New York. "The square, over centuries, has been home to much fine prestigious jewelry and sartorial brands, some well-known with published addresses and storefronts and a rare few that are accessible only to those in the know.

"The Place Vendome was originally accessible only by way of a single street which preserved an aristocratic quiet'. Napoleon opened the adjoining streets and it quickly become the center of Parisian fashionable life."

More than an address

Through an imaginative and inspiring narrative, Chanel proudly showcases its history and heritage with this reopening.

"I am an address," a narrator says. "I am at the heart of a square dedicated to splendor, with its 18th-century facades and octagon of stone that still echoes with the echoes of mademoiselle.

"I am the link between the elusive and the eternal, the passage of time and a watchmaker's skill, the poetry of a diamond and the art of high jewelry," she says. "I am a laboratory of ideas, nourished by the spirit of Gabrielle Chanel a space where freedom finds its voice."

Wide shots of the building's exterior show its prominent location in Paris, while interior shots depict intricate details of the studio's new design. Sparkling earrings, necklaces and bracelets are displayed behind glass.

Chanel celebrates reopening of iconic studio with a dedicated film

"I am a workshop of high jewelry a place where dreams come true," the narrator continues. "My walls murmur to the sounds of the craftsmen at work their savoir-faire giving life to the most precious of metals and the rarest of gems."

The film spotlights various designers, artisans and craftspeople at work, some drawing up sketches and others delicately placing precious gems into their rightful places.

The renovation project was led by American architect Peter Marino, who has worked with a number of luxury fashion players, such as Barneys, Giorgio Armani, Ermenegildo Zegna, Fendi, Dior and Louis Vuitton.

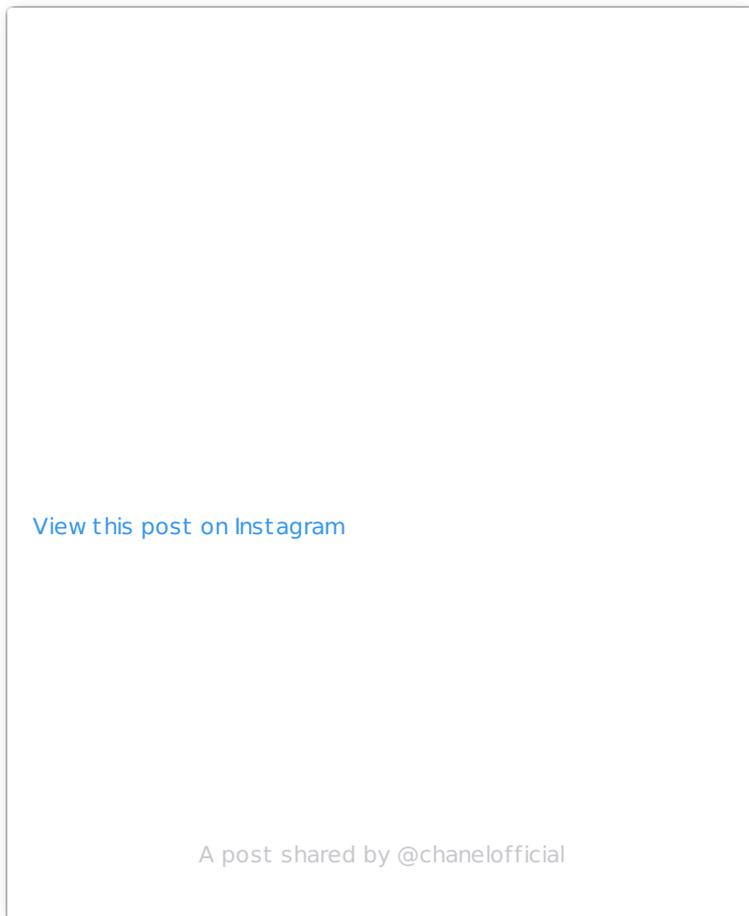
Spanning three floors, the townhouse-turned-atelier features a direct view of the historic Place Vendme square, while the interior is designed using shades of white, gold, beige and black and chic materials.

Curated by the director of Chanel's watch creation studio, Arnaud Chastaingt, and director of the Chanel fine jewelry creation studio, Patrice Legureau, the space invites visitors to examine the brand's history through jewelry while exploring new, untraversed paths.

Sleek lines and deliberate craftsmanship intend to deliver a contemporary vision of Gabrielle "Coco" Chanel's world.

"Luxury, by its very definition, denotes personal accountability," Ms. Miller said. "Time, respect, quiet elegance, discipline, discretion, irrefutable quality and impeccable service."

"Chanel continues to invest in what their clients want from the brand, not what the brand wants from their clients."



The interior features a chic palette of golds, beiges, blacks and whites

Two jewelry collections will be exclusively available for viewing at 18 Place Vendme: Les Bijoux de Mademoiselle and 1932 High Jewelry.

An original capsule inspired by the history of the brand's founder and the jewelry she wore daily, the Les Bijoux de Mademoiselle collection features a special combination of colors, materials and shapes.

In 1932, Gabrielle Chanel created the first high jewelry collection, Bijoux de Diamants, which took inspiration from celestial beings, featuring constellation-like designs. The pieces will be on display at the new boutique from July 8-

24, 2022.

Luxury since 1932

While Chanel's predominant product category is apparel and leather goods, fine jewelry and watches have consistently served at the foundation of the brand. More recently, Chanel has been creatively leaning into its digital channels to promote various jewelry collections and products.

In October 2021, the house brought new meaning to fine jewelry pieces with its latest "Vocabulary of Style" campaign, encouraging its audience to redefine style.

Through a series of terms and definitions, Chanel suggested there are endless ways to wear pieces from its fine jewelry collections, from statement cuffs and offbeat earrings to layered necklaces. The campaign expanded on Chanel's tendency to explore the meanings of words and their implications while nodding to Coco Chanel's love of literature ([see story](#)).

In April, the brand delved into its watchmaking offerings with a playful campaign centered on the J12. The six-part series returned with the same cast as 2021's J12 effort, models Mona Tougaard and Giedre Dukauskaite, to uncover more details of the house's iconic timepiece ([see story](#)).

"The store is an homage to Chanel and the brand's strength of character and formidable integrity," Ms. Miller said. "It is a visual performance of the brand's prowess, and the jewelry it exhibits lives up to the bone structure of the founder, the intense command for quality and the rarity of the master level talent that designs and creates indescribable beauty."

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