

APPAREL AND ACCESSORIES

## Chanel, artists commemorate a colorful summer with inviting tour

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*A chic Chanel tour bus transported the series' featured musicians to their performances. Image credit: Chanel*

By KATIE TAMOLA

French fashion house Chanel is striking the right note with some popular artists in its new summer series.

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For "The Chanel Summer Tour", French model and house ambassador Caroline de Maigret teams up with popular musicians and ventures to European cities to bask in music, culture and stylish jubilation. The series, curated by Ms. de Maigret, provides consumers with a unique invitation to take in Chanel styles while feeling a part of a larger celebration.

"The spot shows Chanel in a classic way while adding a personality to how it is worn by those who are attending an event," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"It's a great way to see the brand in motion and to see the various ways that it can be worn whether classically or for any event that is on your calendar," she said. "It's always great to see how this house continues to modernize their classic looks to showcase how it works across various generations."

Get into the groove

From its inception, the Chanel summer tour adventure begs the question: what is a tour without the quintessential tour bus?

In typical fashion, the means of transportation are chic. Ms. de Maigret navigates the series' de facto tour bus, a black and white Chanel 1960s-style van, complete with the house's iconic emblem painted on one side and "Chanel Summer Tour" printed on another.

*Angle brings French pop to the tour*

Set to an instrumental rock soundtrack, footage of Ms. de Maigret and Belgian singer and house ambassador Angle joyfully driving to Saint-Tropez permeates. Angle, sporting heart-shaped gold Chanel earrings and a summery-toned outfit of white and pink, goes sensory sticking her hand outside the window to feel the wind while peering out into the scenery.

After turning on the radio, Angle navigates a soundtrack switch. The singer and Ms. de Maigret begin singing along to Angle's pop hit, "Libre."

Once the pair arrives in Saint-Tropez, they meet up with two friends, one sporting a pair of Chanel sunglasses and branded pearl earrings.

In between shots of a scenic Saint-Tropez street and sunset, the vignette cuts to Angle ostensibly putting on an intimate, private concert later in the evening. As she delivers a sleek, piano-laden instrumental version of "Libre," a party then unfolds.

Text overlay of the brand name is projected across a Saint-Tropez sunset, signaling that this leg of Chanel's summer tour has come to an end.

Ms. de Maigret's stylish adventures bring her to the Spanish city of Marbella, where she picks up Cuban and Venezuelan musician duo Ibeyi.

Born Lisa Kainde Diaz and Naomi Diaz, the pair of fraternal twin sisters happily sit in the middle and passenger seats as the group begins their journey.

*The tour becomes a family affair with the electric sounds of Ibeyi*

Ms. de Maigret drives for a bit as Ibeyi's "Sister 2 Sister" permeates in the background. The house makes a pit stop in the scenic woods where the three women simply enjoy one another's company, with Ms. de Maigret looking on, smiling as Ibeyi dances together.

The group then gets back in the car and Ms. de Maigret points out landmarks as they drive through the scenic Marbella streets, arriving at the Marbella Club Hotel.

The shot cuts to guests adorned in fabulous Chanel pieces, including a dress with disparate patches in fuchsia and pink colorways with a pattern of the house emblem. The color palette reflects that seen during Chanel's 2022-2023 cruise show and emanates the bubbly, positive feelings inherent in the summer season.

As the day progresses, it is time for another performance and party.

Ibeyi takes the stage, with Ms. Naomi Diaz in small Chanel emblem earrings with a square black backdrop and a tank top adorned with jewels that make up the brand emblem.

The pair performs "Sister 2 Sister" for a party, complete with a supportive Ms. De Maigret in the crowd, that radiates communal joy.

Both vignettes, although featuring disparate styles of music, foster the series' theme of unbridled enjoyment. Each video extends the feel of an invitation, to join Chanel's bright experience of fostering fun and confident fashion.

Making music together

Luxury and music have become increasingly inextricable, with several brands tapping musicians for campaigns or immersing themselves in the world of music.

In 2020, Chanel launched a video campaign to promote its 2020 spring-summer eyewear line to reach consumers who are stuck at home with lively and entertaining content.

The video series stars hip musicians and actresses modeling the glasses while dancing around in a room, offering a glimpse of hope and a positive mood at a time when consumers were still keeping their fingers crossed for a better summer season ([see story](#)).

Last month, French luxury conglomerate Kering renewed its support for We Love Green, an environmentally friendly music festival.

Kering has been a sponsor of the event since 2017, reflecting the group's commitment to sustainability and environmental responsibility. This year's event took place on June 2, 4 and 5 in Bois de Vincennes, the largest public park in Paris ([see story](#)).

Chanel continues to weave an exciting artistic present with its longstanding ethos.

"Chanel is classic, but it's also a brand that is about having a great time and allowing the person that wears it the ability to define who they are and how they wear it," Ms. Smith said.

"It's a brand that is mean to be enjoyed across a wide range of age points and as your style or taste may change, the pieces that they have in their assortment allow you to continue to enjoy it and to almost see it in a new way," she said. "This is what makes luxury brands dominant, versatile and relevant."

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