

FRAGRANCE AND PERSONAL CARE

Chanel showcases versatility in new Coco Mademoiselle series

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A scene from Chanel's final "Coco Mademoiselle" campaign film. Image credit: Chanel

By AMIAH TAYLOR

French fashion house Chanel is leaving the lingering image of its new perfume Coco Mademoiselle on the mind of digital consumers with a brand new campaign series.

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The six-part video series follows British actress and brand ambassador Keira Knightley as she engages with the perfume in a series of playful vignettes. Ms. Knightley has been a brand ambassador for the French fashion label since 2016 and has also served as the face of Chanel's Coco Crush jewelry campaign.

Re-invention at its finest

The theme of the series appears to behold the transformative power of self definition. In each video vignette, Ms. Knightley embodies a distinct persona, from a bold and leather-clad biker chick to a bourgeois chess mastermind.

In the first campaign film, Ms. Knightley runs up a winding staircase with a bottle of Coco Mademoiselle in her handbag. The focal point of the film is the unspoken centrality of Chanel perfume Ms. Knightley may be dolled up and outfitted in a lovely dress but she is not fully ready to enter a party without a spray of her signature scent.

The first of six Coco Mademoiselle campaign films

In the second and third campaign films, the utility of Coco Mademoiselle expands from sprayable liquid courage to a chess piece and a hidden treasure. In one clip, Ms. Knightley plays chess and uses the perfume bottle as one of the pieces and in the next, Ms. Knightley inputs a code into a specialized Chanel safe to extract her valuable of choice, Coco Mademoiselle.

The third of six Coco Mademoiselle campaign films

While this portrayal implies a pricelessness surrounding the fragrance, the perfume bottle is also haphazardly stored in a bedroom drawer with silk scarves in additional videography. And Ms. Knightley serenely plucks the bottle from a pool of transparent water in the fifth campaign film, implying that Coco Mademoiselle is a necessity in her bathtime ritual.

The fifth of six Coco Mademoiselle campaign films

In Chanel's series finale, Ms. Knightley has a final outfit transformation. Having stunned the audience in a black evening dress, a simple but feminine pink towel and a dramatic feathered cocktail dress, she debuts her final form in head-to-toe leather.

The sixth and final Coco Mademoiselle campaign film

With her bottle of Coco Mademoiselle in a leather Chanel handbag amidst a white wallet and gold chain, Ms. Knightley is ready to go wherever her edgy and adventurous mind takes her, with her signature scent as a sensory companion.

The modernity of Chanel

Chanel reported annual revenue of \$15.6 billion for 2021, reaching record levels across all product categories ([see story](#)). One reason for the brand's enviable success is its commitment to keeping a contemporary edge and mirroring current times.

A recent muse of the French fashion house was Angle, a Belgian songstress who collaboratively designed stage costumes for her Nonante-Cinq tour ([see story](#)). While the costumes were inspired by Chanel's 1995 ready-to-wear collection, the tour itself was a roaring, modern success.

The French fashion label also recently showcased its Mtiers d'art collection, which aimed to underline a contemporary and modern elegance and highlight seven artisans: embroiderers Lesage and Atelier Montex, goldsmith Goossens, hatter Maison Michel, feather worker Lemari, pleater Lognon and shoemaker Massaro ([see story](#)).

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