

APPAREL AND ACCESSORIES

## Chanel tributes tweed for fall ready-to-wear campaign

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*Tweed steals Chanel's fall/winter show in a new campaign video directed by Dutch duo Inez Van Lamsweerde and Vinoodh Matadino. Image credit: Chanel*

By AMIRAH KEATON

French fashion house Chanel presents an ode to elegance in new seasonal campaign visuals.

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Creative director Virginie Viard has opted to dedicate the house's latest ready-to-wear spot to a fabric synonymous with the brand's name. Tweed steals Chanel's fall/winter show in a new video directed by Dutch duo Inez Van Lamsweerde and Vinoodh Matadino.

"The latest collection is a current interpretation that will appeal to today's luxury fashion shopper of traditional Chanel codes; an itsy bitsy (and frankly fantastic) little black dress, the iconic chains, a jeweled oversized cross, a gardenia atop a wool cap, tweed jackets, skirts, and coats," said Marie Driscoll, managing director of luxury & fashion at [Coresight Research](#), New York.

"A mix of textures and looks from ladylike to provocative, in sum a modern woman, who is exactly the persona Coco designed for when she began."

Ms. Driscoll is not affiliated with Chanel, but agreed to comment as an industry expert.

Fall/Winter fare

Chanel's campaign film features an ethereal ambiance and an equally majestic star, in its dream-like state. The house's fall/winter 2022 ready-to-wear collection serves as the foundation for the airy advertising effort.

Set to the slow tunes of "The Greatest," performed by American singer-songwriter Cat Power, Dutch model Rianne Van Rompaey moves towards the season amid captivating frames. Ms. Rompaey confidently embodies the collection, beginning the video with a face-framing shot.

"The 30-second film is a brief coming attraction, engaging the audience to visit Chanel shops," Ms. Driscoll said.



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The video transitions to its second scene, where the leading model is shown at eye level, the shot's background alluding to her park presence before the screen flashes to the spot's secondary proposition: its celebration of movement.

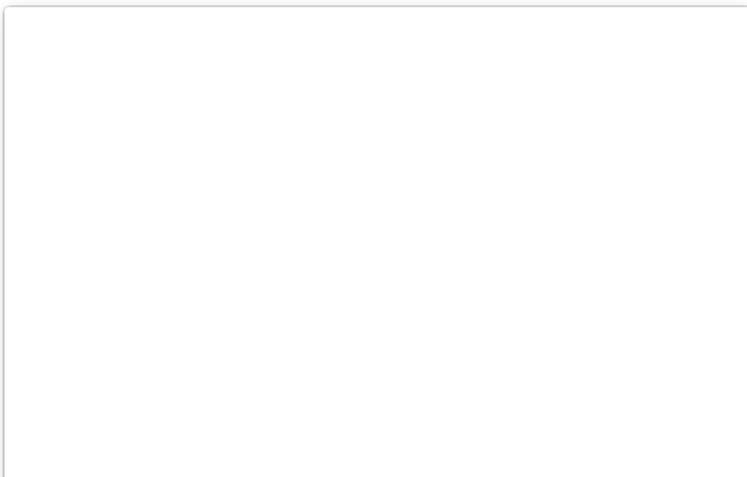
Ms. Rompaey breathes life into Chanel's tweed looks, swaying gently from side to side, battling a black-and-white treatment.

Following, Ms. Rompaey arrives on screen with blue stocking-covered legs crossed atop a park bench, Chanel's standout knitwear affixed upon the star's calm corporeal.

The video continues by jumping between these scenes: the model dons accessories including Chanel earrings and a silk scarf from the brand in the video's black-and-white setting while, back at the park, she holds her arresting stare with the camera.

Appearing briefly in a black gown afront a sturdy castle structure, Ms. Rompaey carries an ornamented, coveted Chanel handbag at her side. She holds steady with movement in another black and white frame, though this time in a sparkly sequined number, and later, in a deep V-cut dress with an oversized, gem-filled cross necklace centered on her chest.

A full range of the brand's tweed and knit apparel and autumn accessories dance between frames, glamorously dressing up the digital spot.



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The clip comes to a close with attributions featured in the form of a text overlay, backed by Ms. Rompaey's serious stance.

Her penultimate get-up? A burgundy tweed Chanel suit, with matching handbag and black bucket hat, in an elevated, contemporary answer to fabrications that align well with house code.

Seated in the park maintaining the same strong gaze, a constant across the film, visuals fade to black.

#### Culture of Chanel

Chanel position as an aspirational brand guides much of its marketing efforts, as the maison focuses just as closely on maintaining its luxury image as it does on its collections, aligning closely with high culture happenings.

The brand's latest series, "Chanel and Cinema," delves into the stories behind acclaimed works recognized during the 2022 Venice International Film Festival. Across three episodes, event honorees lend insights into their creative process and sources of inspiration for their respective film endeavors ([see story](#)).

The French fashion house also collaborated with the Tribeca Festival to spotlight works chosen for the 2022 Artist Award Program. Chanel has worked with the festival for several years, and again brought together 10 renowned artists to donate their work, which was then presented to award winners at the festival ([see story](#)).

"The cinematography is ethereal, with soft delayed dreamlike movements that show women enwrapped in their clothing," Ms. Driscoll said.

"The fashion and the model are one, and become a muse to the audience you too can look and feel like this (when you wear Chanel)."

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