

JEWELRY

Chanel pushes watches, fine jewelry to new heights for holiday

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Chanel travels by way of a hot air balloon for its "Once Upon a Moon" holiday campaign. Image credit: Chanel

By AMIRAH KEATON

French fashion house Chanel is positing a wide array of watches and fine jewelry selects as the perfect end-of-year gifts, per its latest marketing effort.

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A cast of characters box joins the house to drop presents from above via hot air balloon in a new release. "Once Upon a Moon" spotlights Chanel's COCO CRUSH, N 5 and CAMLIA fine jewelry pieces, in addition to the brand's PREMIRE and J12 watches.

"The Holidays are a great time for gifting fine jewelry," said Marie Driscoll, managing director of luxury and fashion at [Coresight Research](#), New York.

"The jewelry sector saw amazing growth in 2021, up 32 percent YoY for the period Nov. 1 - Dec. 24, according to Mastercard SpendingPulse and a 26 percent increase versus the same period pre-pandemic in 2019," she said.

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

To the moon

Chanel's "Once Upon a Moon" campaign features a landing page equally as interactive as its new video.

The latter unfolds as its famous cast – Giedre Dukauskaitė, Adesuwa Aighewi, Soo Joo Park, Matthew Bell and Reece Nelson star – embark on a unique holiday journey in honor of the fine jewelry affair at hand.

Chanel's 2022 holiday marketing effort

The clip starts out with a trio of models gathered together in light of Chanel's storytime event, as the group hovers over a pop-up narrative. Upon swift transition into its plot, a modern interpretation of the majestic "March" tune from Tchaikovsky's *The Nutcracker* plays out in all its brass glory.

Suddenly, a group of brand representatives is shown aboard a branded hot air balloon. Chanel sandbags accompany the apparatus' sides, and the crew are showcased in the brand's sparkling rings, bracelets, earrings,

watches and more.

Floating through mid-air, a few members make a quick pitstop, passing presents around in a circle, and as wrapped.

Back onboard in the following frame, the group disperses gifts via parachute to those down below, in a kind gesture symbolizing the occasion. A full moon effectively brings the video to a close.



Lithuanian model Giedre Dukauskaitė wears Chanel's Etemal N 5 RING in 18-karat white gold and diamonds, alongside a matching necklace and earring set. The ensemble is topped with a steel-coated Première dition Originale. Image credit: Chanel

"The video campaign is very French to my POV," Ms. Driscoll said.

"When U.S. technocrats are competing with space travel, Chanel is gliding on a balloon to the moon, very romantic, whimsical and an offer to slow down and enjoy the holidays."

Regarding additional online assets and upon initial review, one of the first facets to stick out among the campaign's interactive landing page is an inverse infinite scroll the user pans upward to navigate, with markers every few "miles" that suggest a journey from Paris in pursuit of the moon.

Visitors are led through holiday storytelling and are encouraged to watch the aforementioned film and shop each collection. Eventually, the audience is invited to send a message to loved ones using "The Chanel Wish Generator," via a QR code display.

"The landing page is clean and simple with easy access to booking an appointment with a sales advisor," Ms. Driscoll said.

"Love the Chanel Wish Generator, where you can send one of six holiday messages, from happy holiday' to cosmic kisses' digitally, and potentially trigger a reminder to the recipient of where to shop for holiday gifts."

Luxury takes holiday

Luxury has remained quite active this holiday season.

British fashion label Burberry tapped Nigerian Afrobeats artist Burna Boy and Colombian singer Shakira for its new holiday push titled The Night Before ' ([see story](#)).

Meanwhile, inspired by Andy Warhol's "The Factory" in New York City, U.S. jeweler Tiffany and Co.'s multichannel holiday tribute takes to video for a soire shot on Super 8 film ([see story](#)).

As for Chanel, the decision to focus on just one category for Christmastime strikes as strategic in nature.

"In addition to the strong momentum of fine jewelry, for Chanel, it is a strong diversification strategy away from fashion and accessories to another category, one that has deep emotional significance and [is] likely to deepen client relationships with the brand," Ms. Driscoll said.