

FRAGRANCE AND PERSONAL CARE

Chanel perfume experience proves popular, Paris reservations sell out

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New Paris exhibition from Chanel offers an immersive look at its fragrant history. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

French fashion house Chanel is welcoming audiences to "Le Grand Numro de Chanel."

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The pop-up is a month-long experiential activation dedicated to the brand's fragrance history. Taking place at the Grand Palais phmre in Paris, the free event runs until Jan. 9, 2023.

"We're always trying to find new ways to show what is the full power of fragrance, the full action and experience that a fragrance can deliver you when you wear it, when you see it, when you smell it," said Thomas du Pr de Saint Maur, curator of the event and head of global creative resources for fragrance, beauty, fine jewelry and watches at [Chanel](#), in a statement.

"In the world we live in now, because of all the various touch points possible, there is sometimes a feel of disconnection between watching an ad in the press, watching the film on TV, seeing something on Instagram and smelling it in a department store, which always are very interesting experiences, but they never have the traction that they could have," Mr. de Saint Maur said. "It was an idea of recreating that holistic experience of a fragrance, which I think is what defines a luxury product, especially the way we do it at Chanel, because a fragrance is a performative experience."

Scent-off

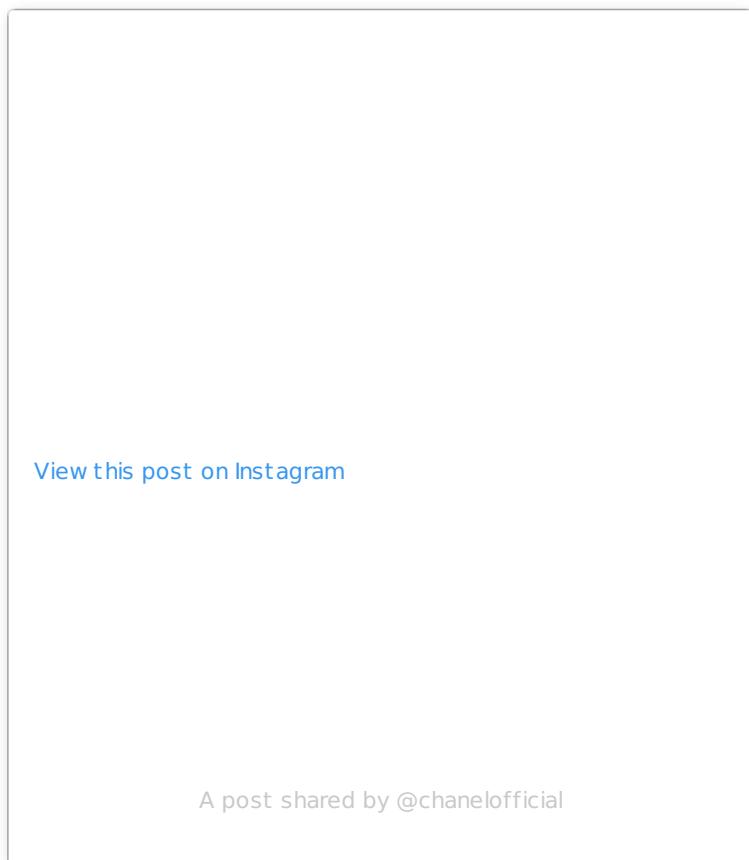
The exhibit, situated close to the Eiffel Tower, offers guests an immersive exploration of Chanel's 100-year fragrance history.

The event is carnival-themed and interactive. Guests can expect to start with exhibits highlighting its heritage and origins, which date back to the 1910s.

From there, visitors can explore the most popular fragrances that followed, including No. 5, Bleu, Mademoiselle Coco and Les Exclusifs, through various forms of art and performance.

Before opening to the public on Dec. 15, the space invited celebrities to celebrate, including Keira Knightley, Marion Cotillard, Angle, Sadie Sink, Seo-Jun Park and Ella Balinska.

"Chanel perfumery has an existential aim," Mr. de Saint Maur said.



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A post shared by @chanelofficial

"Le Grand Numro de Chanel is an emotional journey, an opportunity to discover every facet of fragrance and the role it plays."

Among the exhibits, the gown from Nicole Kidman's Chanel No. 5 ad is on display, as well as never-before-seen Gabrielle Chanel portraits by Andy Warhol.

Within the space, there are also performers, a fragrance bar, virtual reality experiences and a casino. The layout itself is inspired by holiday window displays, celebrating the season ([see story](#)) and nostalgia.

"In England, at Christmas you go to Harrods and to Harvey Nichols to see the windows that was a mesmerizing moment as a kid," Mr. de Saint Maur said.

"Here in Paris, you would go to Galeries Lafayette," he said. "I wanted to create that feeling where people could get within the window not just being outside looking in."

Currently, the exhibit is open from 10 a.m. to 8 p.m. As all reservations for a 90-minute time slot are completely sold out, the walk-up route is the only option for visitors without passes.

Those who do attend can expect a step away from the world of online advertising and passive consumption, as deep interaction exists at the heart of the event.

"We're in a world where we're obsessed with technology, but the only purpose of technology is to recreate some kind of physical experience," Mr. de Saint Maur said.

"What you lose in terms of technology, the technology then brings back which is probably why there is so much appetite for immersive experiences," he said. "At the end of the day, we're human beings we need to touch, smell, hear, feel, altogether because that's the way we're programmed to experience."