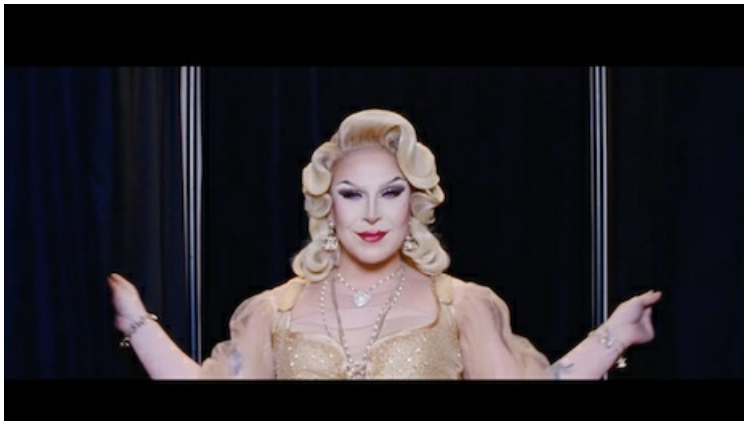


ARTS AND ENTERTAINMENT

Chanel renews support of cinema with short film release

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Ahead of the 2023 César Awards ceremony, held in France, the brand has released a short film in promotion of this year's young cohort. Image credit: Chanel

By MARYBETH CONNAUGHTON

French fashion house Chanel is once again partnering with France's Academy of Cinema Arts and Techniques on its annual showcase honoring the rising stars of the nation's cinematic scene.

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For the sixth consecutive year, the brand will join the Académie des Arts et Techniques du Cinéma to determine who among a group of 32 young actors will be deemed this year's Most Promising Actor. In anticipation of the annual acclaim, to be presented at the 2023 César Awards ceremony the César award is equivalent to an Oscar in America the brand has released a short film featuring this year's cohort, directed by French film director Audrey Diwan.

"The charm of this film exposes the viewer to a fanciful, enlightening entanglement of creativity," said Rebecca Miller, president of **Miller & Company**, New York.

"It features a broad range of design, talent, and execution. These elements are fundamental to Chanel and have never been diluted or compromised. This level of detail, focus and consistency are critical markers of a quality no luxury brand."

A helping hand

Founded in 1976, the César Awards receives support from the French Ministry of Culture. Nominations are decided by academy members representing 12 different categories of professional filmmaking.

Two of the awards, for Most Promising Actor and Most Promising Actress, respectively, are reserved for top talent. Among a hopeful 32, one young man and young woman are chosen and awarded during César's spring ceremony.

Each nominee is supported by his or her own "godmother," or "godfather," selected for them from among the biggest names in French cinema. What is more, the nominees appear together in a short film, which this year was directed by Ms. Diwan.

Chanel promotes the international effort via a star-studded short film

Featured players include actresses Kayije Kagame and Guslagie Malanda, both nominated for their work in the legal drama "Saint-Omer."

Ms. Diwan was herself nominated for a number of Csar awards, including Best Director for her 2021 dramatic thriller "L'vnement," which translates to "Happening."

In this short film, she captures the Rvlations gathering inside the Olympia concert venue in Paris. Talents talk excitedly, pace nervously and make up their faces in a backstage area.

Once the group is fully dressed, they rehearse speeches while holding golden statues, before finally taking their places on stage and waiting for the curtains to rise.

In a final shot, viewers catch a glimpse of the bright lights that shine down upon the group and a hint of the audience who might be sitting just beyond them. The film conveys an innocence and a joy so unique to the early days of one's career, and the camaraderie shared in creating something together.

"There is a natural nexus between youth in the performing arts," Ms. Miller said.

"To the apprentices of the various crafts of Haute Couture, to the creation[s] of music that merge for the final theatrical delivery of Csar Rvlations."

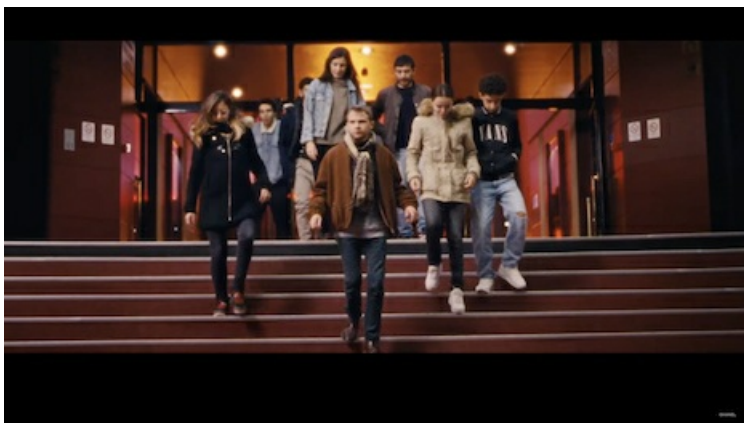
The 2023 Csar awards ceremony will take place on Feb. 24, 2023, in Paris.

Rounds of applause

The brand's history with cinema goes back to founder Gabrielle "Coco" Chanel, who acted as a costume designer and befriended such Hollywood luminaries as American film producer Samuel Goldwyn and American actress Gloria Swanson.

"Gabrielle Chanel came into contact with cinema as it came into existence," Ms. Miller said.

"She immediately recognized the power of moving images during its inception and the significance it would quickly hold for fashion and her business," she said. "Her costume designs, on and off-screen, for revolutionary films and legendary actresses gave her a new light' in which to showcase her creations, utilizing them as alluring ambassadors."



The young actors make their way into Paris's Olympia concert hall. Image credit: Chanel

The brand maintains these ties with several initiatives.

In November of last year, as part of its "Chanel and Cinema" series, the brand invited viewers behind the scenes of the 2022 Venice International Film Festival. Therein various honorees, including British actress Tilda Swinton and Spanish actress and house ambassador Penlope Cruz, discussed their creative processes ([see story](#)).

Earlier that year, acting as grand patron of La Cinmathque Franaise in Paris, Chanel supported the museum's tribute to German-French film star Romy Schneider ([see story](#)).

"The practice of introductions and affiliations was central in Chanel's personal and private life," Ms. Miller said.

"The cast of characters in her life afforded her opportunities to make important introductions between many creative mediums," she said. "This led to a standard of excellence which served as a foundation and continues to support the brand's enduring modernity.

"After all, Gabrielle wrote, staged, edited and invented her life as if it were a film.' She was committed to creation."

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