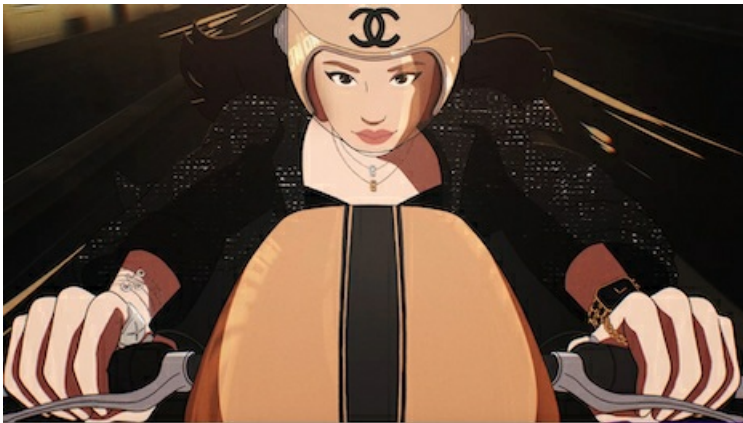


JEWELRY

## Chanel embraces animation for Coco Crush campaign

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*House ambassador Jennie's cartoon counterpart fronts one of three shorts, the series of which add new dimensions to modern definitions of love. Image credit: Chanel*

By AMIRAH KEATON

An animated spin awaits luxury fans, per French fashion house Chanel's latest Coco Crush campaign.

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Therein, ambassadors Margaret Qualley and Jennie Kim, as well as actress Amandla Stenberg, star in a series of shorts, each sharing a personal "encounter" story via cartoon counterparts. The effort melds a classic fine jewelry collection with state-of-the-art storytelling to give new dimensions to modern definitions of love.

"Romantic love is not the only love to be celebrated and self-love is very much in the spirit of inclusion," said Marie Driscoll, managing director of luxury and retail at [Coresight Research](#), New York.

"In a relationship or not, gifts of love, to oneself or to friends/lovers/partners spread goodwill and are to be applauded," Ms. Driscoll said. "The Store of a Crush is a story of 'joie de vie,' a yes to life, to passion, to freedom attitude.

"This mindset is attractive and as it is woven through this campaign via the stars and the animation, will attract a new Chanel woman who resonates mentality and/or wants to embody these traits in their self-expression."

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

Evolved emblem

Coco Crush's tagline, "Some encounters you wear forever," presents a double entendre of sorts.

On one hand, the sentence evokes images of the brand's prized collection.

On the other, the concept of paths that eventually come together grounds the company. The phrase near-perfectly describes the lines that "encounter" each other over and over again to form Chanel's quilted emblem.

Set into motion in 1955, the motif itself borrowed from the equestrian world has remained a house staple for nearly 70 years.



*Rings from Chanel's Coco Crush fine jewelry line showcase the house's beloved quilted pattern. Image credit: Chanel*

Inspired by said motif, Chanel's fine jewelry is now the subject of a new campaign that focuses in on love's various facets.

Outside of romantic love, as seen in Jennie's "Dear Paris" narrative where she discovers a crush, there is the welcome end of one journey for another in Ms. Qualley's "Dear Goodbye" and self-love in Ms. Stenberg's "Dear Destiny."

Whereas Jennie and her love interest trek through the streets of Paris to enjoy each other's company by any means necessary, Ms. Qualley and her partner experience magic at every turn, in a whimsical search for one another.

Meanwhile, Ms. Stenberg traverses through vast expanses, opting to spend her time self-discovering, observing natural landscapes and opining over shooting stars. The star's story also appears to include a same-sex pair, the only narrative to do so.



*Outside of romantic love, Chanel hones in on the love of one's passions in Ms. Stenberg's "Dear Destiny." Image credit: Chanel*

Across all three, characters float, fly, levitate and the like, defying the laws of gravity in favor of love and animated film.

"[The campaign includes a] very diverse selection of young talent that should resonate with a broad base of global luxury shoppers and attract Gen Zers," Ms. Driscoll said.

Besides the shorts, Chanel's talented trio unearth respective personal reflections, sharing the "why" behind their favorite Coco Crush pieces in a set of clips posted to social.



*Across all three stories, characters float, fly, levitate and the like, defying the laws of gravity in favor of love and animated film. Image credit: Chanel*

The campaign's frontrunners are prompted with differing versions of the same question.

"If an encounter was a color, what would it be?" is posed to Jennie. The prompt is also posed to Ms. Stenberg with regard to novels "If an encounter was a book, what would it be?"

Mid-photoshoot, Ms. Qualley's response to Chanel's line of questioning stirs slightly off course.

"I live in New York," Ms. Qualley says, in the video.

"I always think it is really special when you run into a friend on the street there... it can feel really meant to be," she says. "You know, or when you hear from someone you were thinking about five seconds earlier... makes you feel like the world is magic."

Coco crushes

Comprised of rings, bracelets, necklaces and earrings the luxury creations are available in 18-karat beige, yellow or white gold, with or without diamonds the Coco Crush collection shines through tales of today.

Social media aside, the campaign comes complete with a branded landing page, inclusive of one tab for cartoon content, or "The Encounters," one that leads to product listings and pricing information called "The Collection" and another for a bit of historical perspective on the collection, entitled "The Story of a Crush."

[View this post on Instagram](#)

A post shared by @chanelofficial

Additional styling advisories are even thrown into the digital mix via "The Stacking Guide."

Considering the fact that, over the years, Chanel has chosen to stick with more traditional formats for Coco Crush collaborations, whether those be independent ([see story](#)) or integrated ([see story](#)) showcases, these newer campaign elements work to enhance the line's overarching narrative in new ways.

"The use of animation assists in the suspension of disbelief enabling the observer to become one with the protagonist as Chanel creates empathy and desire," Coresight's Ms. Driscoll said.

"These vignettes show powerful women in different settings with partners and with the coveted Coco Crush ring along with other pieces of fine jewelry," she said. "The videos land on realistic photos of the jewelry, thus this campaign is a blend of realism and animation or imagination and representation, similar to the way we live today, in multiple worlds of the metaverse, the tactile realism of the physical and an online digital reality.

"The campaign is different and engaging, and should drive sales this Valentine's Day and beyond."

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