

FRAGRANCE AND PERSONAL CARE

## Chanel features newcomer Whitney Peak for Coco Mademoiselle

February 22, 2023



The actress appears in a short campaign film shot by "Top Gun: Maverick" director Joseph Kosinski. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

French fashion house Chanel is tapping a fresh face in Hollywood to take the lead on a signature scent.

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Actress Whitney Peak stars in Chanel's new Coco Mademoiselle campaign. The Ugandan-Canadian fronts a historic effort shot by American director Joseph Kosinski she is the brand's first Black fragrance ambassador, a report first introduced by *British Vogue*.

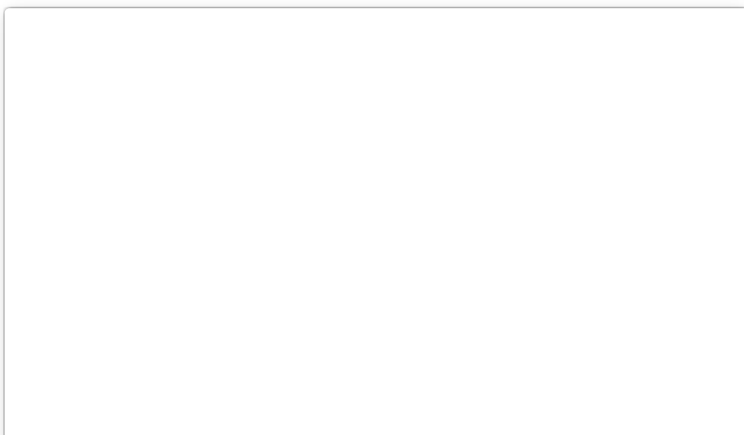
The face of youth

The appointment tops the list of a string of engagements between Ms. Peak and the French beauty behemoth.

In 2021, the actress served as a U.S. brand ambassador to the house, before joining the brand once more to help debut the "Chanel 22" handbag in an April 2022 campaign.

Known for her roles in HBO Max's 2021 update of the hit show "Gossip Girl," as well as the 2022 sequel to the Disney Halloween movie "Hocus Pocus," this most recent luxury announcement marks the next step for the talent.

"It feels incredibly surreal to be the next face of Coco Mademoiselle Chanel," says Ms. Peak, in a campaign video.



[View this post on Instagram](#)

A post shared by @chanelofficial

Chanel's signature Coco Mademoiselle floral fragrance was first introduced in 2001.

The scent is a warm mix of patchouli, rose and jasmine accented with orange. The potion was originally formulated by Jacques Polge, the head perfumer and "nose of Chanel" from 1978 to 2015.

Previous Coco Mademoiselle ambassadors have included British supermodel Kate Moss and British actress Keira Knightley ([see story](#)).

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