

JEWELRY

Chanel fosters communication between friends for new 'J12' campaign

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Actresses Margot Robbie, and Penelope Cruz star alongside Ali MacGraw and Zhou Xun as part of the brand's J12 campaign. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

In celebration of a high-precision caliber, French fashion house [Chanel](#) is honing in on moments that count.

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A new marketing effort sees actresses Margot Robbie, Ali MacGraw, Penelope Cruz and Zhou Xun sharing striking prompts amongst themselves. The series of two-way interviews between the maison's muses center on a staple the "J12" timepiece which shines in Chanel's latest campaign.

Choice words

In answering questions skillfully and succinctly amid a set of classic black-and-white mini-films, Chanel's leading ladies reveal information equal parts intimate and illusive in nature, injecting the personable exercise with heavy doses of their individual quirks.

Sparked by Chanel's J12 watch ([see story](#)), the presentation forces a cast of characters to be decisive in relaying their preferences to inquiries including "How late is fashionably late?" and "How many seconds does it take to fall in love?"

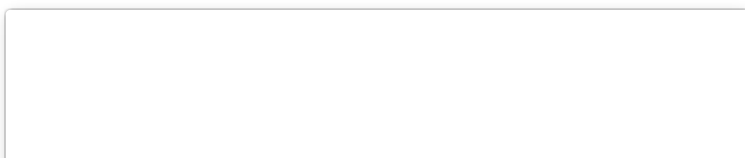
Chanel's campaign stars hold two-way interviews wearing J12 watches

"Not as late as you think," answers Ms. MacGraw of the former query, posed by Ms. Cruz.

The question of whether or not one is a creature of habit begets a bilingual exercise, kicked off by a question from Ms. Xun to her co-star, spoken in Mandarin.

"No," Ms. Robbie answers.

"Every day is different."



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Originally envisioned by the brand's late artistic director Jacques Helleu, the Swiss-made luxury collection celebrated two decades on the market in 2019. "It's All About Seconds" lends the label levels of relatability through the use of the group's collective likeness.

Today, at 33MM, the self-winding mechanical movement's retail price begins at \$5,450.

An option with diamond time indicators matches the base model in size, selling for \$6,950, while the line's largest offering, a 38MM, remains available at \$7,500.

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