

JEWELRY

Chanel unveils high jewelry collection in London

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Joining a slew of other luxury labels pushing high jewelry this year, the maison's take is heavily influenced by its founder. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

French fashion house **Chanel** is shifting formats for a set of tweed-inspired accessories.

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The classic fabric's weaving patterns serve as the source of inspiration behind a new high jewelry line. Recently unveiled at the British Museum, Chanel joins a slew of other luxury names pushing the category forward this season, the brand's own take heavily influenced by its founder.

The need for tweed

The maison's "Tweed de Chanel" collection includes 63 ultra-fine pieces. Details ode a material emblematic of the house.

Chanel has often released campaigns centering on the textile, from fashion to beauty categories ([see story](#)) but has only recently cast the tradition onto jewelry mediums, debuting an original high jewelry collection with tweed accents in 2020.

This second iteration captures the fabric through five new designs, all of which are positioned as homages to Chanel's founder.



Chanel created an immersive space to present the high jewelry drop. Image credit: Chanel

Named after the river that flows from Scotland into England, tweed is inherently tied to the United Kingdom.

According to the brand, Ms. Chanel became a fan of the Scottish valleys and landscapes in the 1920s, borrowing tweed jackets from the Duke of Westminster often.

The material quickly became a signature of her company.



The sun is one of five house codes used for the collection, paired with woven looks to evoke tweed clothing of the Scottish locations that Ms. Chanel herself loved. Image credit: Chanel

Five icons are featured throughout today's jewelry lineup. A white ribbon, a comet against a blue backdrop, a pink camellia, a gold sun and a lion, complemented with bursts of red and a symbol of Ms. Chanel's astrological sign of Leo, are all explored using gold and precious stones.

Featuring the five colors, items are intricate and maximally decorated. Diamonds, rubies, pearls, topazes and other precious gems are set on necklaces, bracelets, rings, brooches and earrings. Tweed characteristics are captured in the collection's metalwork, with Chanel's artisans mimicking the effect of fringed edges and weavings.

[View this post on Instagram](#)

A post shared by CHANEL (@chanelofficial)

Stars were invited to witness the launch of "Tweed de Chanel" at the British Museum in London. Celebrities such as British actor Keira Knightley wore offerings alongside Chanel's latest fashion drops, celebrating in style.

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