

APPAREL AND ACCESSORIES

Chanel celebrates luxury holidays in coastal campaign

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A resort lineup imagined by creative director Virginie Viard evokes relaxation as summer hits its stride. Image credit: Chanel

By EMILY IRIS DEGN

French fashion house Chanel is heading to Eastern Long Island in style.

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Shot in the Hamptons, the **Coco Beach 2023** collection campaign is vintage-inspired, starring Swiss model Vivienne Rohner and the Atlantic Ocean. The ready-to-wear lineup evokes relaxation in a place known for a sense of luxury, imagined by creative director Virginie Viard as summer hits its stride.

"Chanel's Coco Beach 2023 collection brings the classic quiet luxury vibe to the usual loud and rowdy summer energies," said Julie Chung, account director and creative manager at **Elmntl**, Sao Paulo.

"While the collection says: 'Who says summer and luxury needs to be all skin and logos?' the campaign says: 'Who says summer needs to be crowded and stressful?'" Ms. Chung said. "This campaign definitely speaks to an audience that values more elevated summer experiences and remote getaways that are closer to nature [and] away from crowds, but that also loves fun and, of course, style."

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

Rewind, unwind and relax

The Chanel Coco Beach 2023 campaign film features a light-handed 1980s aesthetic.

Directed by photographer Theo Wenner, the 55-second slot shows Ms. Rohner donning various pieces from the collection in the Hamptons on Long Island.

Ms. Rohner mixes and matches a ready-to-wear selection in the Hamptons

She appears sauntering toward the lapping waves, gently wading through water, drawing with her fingers in the sand and lounging in a sun-soaked hammock in various scenes. In the background, the wind rushes, the ocean splashes and "I Need U" from Brooklyn-born music producer Robbin Marx's *Beats by Water* album plays.

The effect is meditative.

Ms. Rohner wears white cutout dresses, cocktail earrings and among other things, one-piece bathing suits she wears the latter as she frolics down the beach in slow motion, evocative of television programs airing from the late 1980s through the 1990s.

Bucket hats and sandals also make an appearance.

The ready-to-wear offerings are now available in select boutiques across the Americas, Europe, the Middle East and the Asia-Pacific region.

Each item includes modern cuts and timeless references, such as matching sets decorated with Chanel star motifs and slenderized velvet evening dresses, all revolving around black, white and pink as a color palette, aside from the golden jewelry.



Ms. Rohner appears at peace throughout the shots, laying in the sun adorned with sparkling Chanel jewelry. Image credit: Chanel

The house intends for the collection and the accompanying film to capture sunlit days by the sea, being present and holidays filled with "joyful relaxation."

Though summer is a popular time for vacations, the location of choice highlights luxury getaways specifically, as the Hamptons is known for affluent coastal culture, playing host to exclusive events and celebrities alike every year ([see story](#)).

Pairing the spot with visions of Chanel logos and house codes places the French fashion house comfortably at home in the American seaside destination, both the place and the brand being historic upholders of leisure.

"Personally, I love how the collection and the campaign radiate a laid-back atmosphere through a beautiful Hamptons backdrop, but add drops of fun through the collection's colors, patterns and shapes," Ms. Chung said.

"It stays away from the high-energy staple summer colors as well as scenery with parties and crowds."

Luxury picks

With this newly-released advertisement and wearable creations, it seems that Chanel is leaning on tried-and-true luxury plays: the artist behind the scenes, the celebrity at the center and the themes commanding the imagery.

Last year's Coco Beach campaign was just as grounded in summer relaxation, however, it was presented through a Mediterranean lens ([see story](#)). Water and sun dominated, from poolside lounging to seaside romps on the part of the leading role.

Though European in location, influences from the United States were still present, as Chanel tapped American actor Margaret Qualley to star in the film, most recently known for her award-winning performance in the Netflix series, "Maid."

This round's pick has worked with the house before.



Ms. Rohner has worked with Chanel for a few years at this point on various projects. Image credit: Chanel

For the spring/summer 2023 precollection campaign, instead of showing a window into a getaway or summertime-only routine, Ms. Rohner's New York City life was presented, once again, photographed by Theo Wenner.

Similarly to this current slot, Chanel opted for vintage looks, putting timelessness at the film's center. The model took viewers through her neighborhood bookstores, diners and streets, the visuals nodding to the 1970s.

As with *Coco Beach 2023*, a sense of place anchored the immersive marketing move.

Mr. Wenner is also a recurring choice as a luxury collaborator. The photographer seems to be a favorite pick among affluent apparel names at large, including Italian fashion label Missoni ([see story](#)), which staged an ode to outdoor living via a February 2023 advertising campaign, set on the coast of Spain.

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