

APPAREL AND ACCESSORIES

Centering movement, Chanel's latest campaign uses model as muse

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Shot in Paris, the latest release from creative director Virginie Viard celebrates the many sides of French model Iman Perez. Image credit: Chanel

By EMILY IRIS DEGN

French fashion house Chanel is getting personal for its fall/winter 2023 presentation.

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The brand's latest campaign stars French model Iman Perez, and is centered around the professional's daily doings. Creative director Virginie Viard's collection takes to the streets of Paris in a marketing effort that celebrates the many sides of the modern woman.

"Iman Prez as the face of the collection really telegraphs the intent of Chanel to appeal to a younger and more socially and culturally diverse market," said Dorothy Mannfolk, founder and owner of [Mannfolk Public Relations](#), Burbank.

"This is a brilliant move to show that the brand is moving with the times and not stuck in its past glories," Ms. Mannfolk said. "She has the looks and the pedigree to pull off these fantastic pieces that flawlessly evoke her multicultural lifestyle.

"The images photographed by Malick Bodian in the streets of Paris are all highly Instagrammable."

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

Model citizen

Movement sits at the heart of Chanel's campaign video, mirroring the lifestyle of its protagonist.

Though excerpts were exclusively shot in France's capital city, the childhood home of Ms. Perez, the talent came of age in two other style capitals.

New York and Dakar both played a part in raising the professional model, who now fronts many of Chanel's campaigns and shows. This time, the brand is working to spotlight Ms. Perez in particular.

Chanel's fall/winter 2023 campaign takes place in Paris

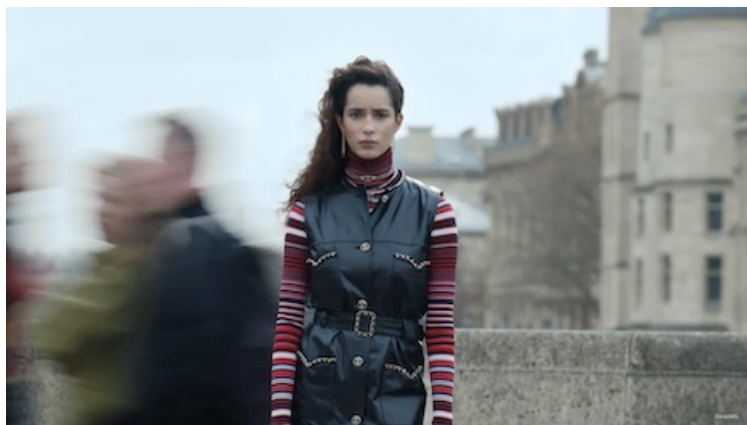
Senegalese photographer Malick Bodian captures the model on behalf of Chanel in a series of shots wherein Ms.

Perez is constantly on the move, breezing from crowded street walks to quiet river strolls along the Seine.

Shown undertaking repeat transformations, represented visually with blurring effects, she presents a handful of new looks sourced from the collection. Chanel reveals that Ms. Perez was the muse for each. The referential sentiment and deeply personal undertones bring a unique level of immersion to the campaign.

Chanel does not turn from duality or contradictions. The brand hails the collection as "a true record" of Ms. Perez's many pieces of her wholeness.

"I love being able to embody different women, going from a very sensitive figure to a very happy or very strong one," said Ms. Perez, in a statement.



In the only scenes where Ms. Perez stands still in the campaign, those around her become a blur as total embodiments of movement. Image credit: Chanel

The main character's city-girl aesthetic bonds all of the pieces and imagery together, anchoring the cosmopolitan lineup.

"There's nothing more personal than the way one dresses," said Ms. Perez, in a statement.

"I am of Spanish, Senegalese, German and French descent and my style reflects it," she said. "I'm so honored that Chanel and Virginie Viard have drawn inspiration from my lifestyle for this collection."

Getting personal

Ms. Perez's origins reflect current migration trends observed amongst high net-worth populations, who are becoming increasingly becoming more transient. Recent reports show record-breaking rates of relocation ([see story](#)), as high-net-worth-individuals (HNWIs) embrace movement-friendly lifestyles such as the model's.

Chanel's spotlight of someone who is constantly switching between cities, having done so her whole life, happens to align with the times, in terms of luxury consumers setting up shop in safe havens worldwide.

This aside, the maison has not been shy about centering individual narratives in global campaigns. Rather than letting the clothing or accessories alone do the talking, recently Chanel has been underpinning drops with the stories of models, celebrities and writers ([see story](#)).

The talents' voices and lifestyles set the tone. As is the case with its fall/winter 2023 campaign, the move shares a heightened level of intimacy with consumers - Chanel's Coco Beach 2023 campaign serves as the brand's most recent example.



The fall/winter 2023 includes many references to looks of the 1990s. Ms. Perez herself was born in 1999. Image credit: Chanel

For the slot, Swiss model Vivienne Rohner was positioned at its center.

Taking place in the Hamptons, a favorite childhood vacation destination for the collaborator, the campaign visuals also relied on 1990s nostalgia ([see story](#)). With dreamy imagery, depictions of various forms of relaxation and sounds of splashing waves, the effort was meditative.

In March 2023, Chanel launched a similar release starring brand ambassador and American actor Kristen Stewart. A heavy focus on duality was also employed for the spring/summer 2023 activation ([see story](#)).

She, like Ms. Perez, was also touted as the collection's muse, as Ms. Stewart was filmed speaking to the power of reinvention, self-evolution and transformation. The ready-to-wear selection was platformed against the backdrop of urban scenes and coastal plains, in what seemed to be complementary contradictions.

Visuals were shot in the south of France as well, identical to the fall/winter 2023 campaign, amid Chanel's birth city.

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