

MULTICHANNEL

Chanel matches Tokyo Little Black Jacket exhibit via online display

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By TRICIA CARR

French fashion label Chanel continued multichannel efforts for its Little Black Jacket campaign with the installation of an e-exhibition of 113 black-and-white photos to hype a new photo book.

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Chanel creative director Karl Lagerfeld photographed a selection of actors, artists, singers and other personalities dressed in their respective interpretations of Chanel's iconic jacket, which will be presented in "The Little Black Jacket: Chanel's classic revisited by Karl Lagerfeld and Carine Roitfeld." The campaign is leading up to the release of the book in fall 2012 and also includes a physical exhibit in Tokyo, behind-the-scenes video footage of the photoshoots and promotion via social media.

"This will help reach luxury consumers by providing a platform that engages the existing consumer and can reach potential customers," said Courtney Albert, brand consultant and strategist for [Parker Avery](#), Atlanta.

"It is a win-win in creating publicity for the brand and rewarding existing clients with luxurious events," she said.

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

Chanel did not respond before press deadline.

Black ink

An exhibition opened last week in Tokyo that shows 113 prints from the new book that are spread over two floors.

Mr. Lagerfeld attended the opening on March 21 to present the photos that feature celebrities such as Sarah Jessica Parker, Georgia May Jagger, Alice Dellal, Maïwenn, Laetitia Casta, Virginie Ledoyen and Akuol of Mabior.

The images for this project were shot in Cannes, New York, and in Mr. Lagerfeld's studio in Paris.

The free exhibit will be shown at the G-building Minami Aoyama in Minato-Ku, Tokyo until April 15.

The exhibit will also be presented in an e-format via a microsite located at <http://thelittleblackjacket.chanel.com>.



Opening slide of the Little Black Jacket e-exhibit

Visitors to the site will experience a black background with images floating in a circular motion.

Users can scroll through the pages of the site with the arrows located on the lower left corner.



Milla Jovovich for the Little Black Jacket campaign

The site has sound effects such as rain and electronic noises.

"[The brand] is already known for the little black dress, so they're making it comparable to the little black jacket," Ms. Albert said. "It goes back to the handcrafted tradition and the workmanship of Chanel by introducing the new generation to the traditions of Chanel and the possibility of the little black jacket.

"I think it is a good move for Chanel because it stays within their core focus on fashion while patronizing the arts and ties into existing initiatives by making the campaign a little more modern," she said.

A social symbol

The Little Black Jacket campaign is backed by social media outreach on the brand's various sites.

Chanel could be using social media to reach a younger audience while pleasing existing luxury consumers who are tech-savvy.

The brand announced the e-exhibit by posting a trailer on its Facebook page last week.

Trailer

On its YouTube page, Chanel presents a behind-the-scenes look at some of the photo shoots with commentary by Mr. Lagerfeld.

Behind-the-scenes comment

The campaign was also announced via the [Chanel Twitter feed](#).

Chanel has reached out to its fans via social media to promote past campaigns.

For example, the brand promoted its online magazine Chanel Makeup Confidential through its Chanel Love Letters Facebook campaign during which users can update their daily status with Chanel makeup-themed symbols ([see story](#)).

In addition, Chanel used a mini-film called My New Friend Boy shot by Mr. Lagerfeld in a multichannel ad campaign to build hype for its Boy Chanel handbag collection ([see story](#)).

"The face of the luxury consumer has changed in the past five years," Ms. Albert said. "No longer can you just identify them as high-income households.

"They have a more massive appeal, so you have to reach your audience in mass through multiple channels," she said.

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