

FRAGRANCE AND PERSONAL CARE

‘Chanel Wonderland’ welcomes seasonal shoppers

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“Chanel Wonderland” leans into one of the luxury industry’s most lucrative categories this season. Image credit: Chanel

By EMILY IRIS DEGN

French fashion house Chanel is providing holiday gift ideas to those in need of some inspiration.

The brand’s latest beauty campaign spotlights makeup, skincare and fragrance, tapping French musician Sbastien Tellier alongside a diverse cast. Taking place at an imaginative version of one of the label’s boutiques, “Chanel Wonderland” leans into one of the luxury industry’s most lucrative categories this season.

Festive frills

Featuring a range of personalities and products, Chanel’s marketing stint showcases a versatile set of offerings. The company emphasizes its ability to help identify, box and wrap purchases throughout the release.

The new campaign video stars Mr. Tellier, Italian model Vittoria Ceretti ([see story](#)), Australian model Akon Changkou, French model Lucas El Bali and South Korean model Chloe Oh.

Therein, Chanel’s main character plays a mysterious shopkeeper at “Chanel Wonderland,” a pop-up booth that special effects render out of snow.

French musician Sbastien Tellier is among the “Chanel Wonderland” cast

Inviting the group to take a ticket from a branded dispenser positioned in front of a themed counter, Mr. Tellier affixes a “Wonder Gifter” nametag to his chest within the digital delivery’s first few moments.

Each advert participant sports Chanel attire and makeup as they find their desired gifts. Heightened expectations are implied through a series of animated hand gestures and verbal exchanges.

Santa’s high-end helper rises to the occasion, choosing the perfect presents for each model’s respective beauty request.



From shimmering eye shadows to ruby red lipsticks, cast members choose unique gifts in a new campaign video. Image credit: Chanel

A Chanel No. 5 perfume bottle goes to one lucky guest, for instance.

Another receives several goodies, among them an eye shadow palette and powder highlight duo from Chanel's Lumire Graphique line, both holiday collection exclusives.

While Chanel's end-of-year promotions tend to push high-margin inventory like watches and jewelry ([see story](#)) a separate fine jewelry campaign launched on the brand's channels this month proves that 2023 is, to some extent, no exception the brand's curation skills do not stop at these suggestions this time around.

Beauty boom

Despite an industrywide downturn in personal luxury goods sales realized over the course of recent quarters, the prestige beauty business is booming.

Across the board, current fiscal reports reflect that even as other sectors fizzle ([see story](#)), this segment's promise and ability to secure reliable payouts stands tall. The premise sits at the heart of "Chanel Wonderland."

In sticking with cosmetics and the like, fortune is sure to favor the house's holiday strategy which, in terms of what is showcased, uplifts accessible price points most readily.

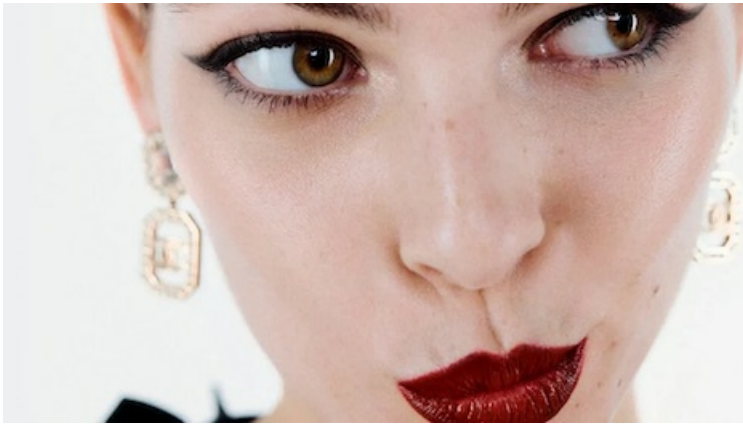


Products showcased feature relatively accessible price points, as compared to Chanel's ready-to-wear assortment. Image credit: Chanel

The maison's whimsical expression is paired with site extensions that encourage trial and purchase. Chanel's campaign landing page prompts online visitors to explore assets and interact with a virtual advisor chatbot ([see story](#)).

"Chanel Wonderland" could also work to draw in aspirational shoppers looking to treat themselves, or bestow slices of heritage upon friends and family. Either route would require this consumer tier to stay within a budget that may fall on the lower end of the luxury spectrum.

For instance, a younger, more digitally-native client with slightly less to spend is apt to engage with Chanel's cyber platform, its interactive elements attracting attention from this group.



A curated selection of makeup looks is available to online users looking for creative inspiration this holiday season. Image credit: Chanel

Touchpoints including a curated [subpage](#) entitled “Makeup Looks,” which can be referenced for inspiration before a night out, are not limited to those involving checkout. In this case, the lookbook builds brand affinity by keeping Chanel’s beauty division top-of-mind regardless of whether a transaction occurs.

Of course, age-old fans are more than welcome to take part in the winter wonderland, as their favorites are reframed by exclusive sets and limited-edition selections. This season, the industry player is using custom packaging, collectible charms and [other personalized touches](#) to satisfy affluent clients’ ever-growing appetites.

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