

FRAGRANCE AND PERSONAL CARE

Chanel pushes Chance fragrances in Gen Z-powered campaign

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Trends that a rising and powerful customer base loves show up in the advertisement, such as individuality and playfulness. Image credit: Chanel

By EMILY IRIS DEGN

French fashion house Chanel's latest perfume campaign puts a powerful consumer demographic at its core.

The new Chance fragrance promotion features four young faces, each embodying the personalities of the scents being advertised. Tapping into Gen Z trends, the funfair-themed slot features individuality, carnival scenes, rainbow hues and a sense of play, appealing to an age group that generates more and more revenue for luxury brands by the year.

"This campaign comes on the heels of recent press and marketing pop-ups and activations to promote the Chanel Chance scents in a young, retro way, including the recent Lucky Chance Diner US, which opened during New York Fashion Week and took visitors on a sensory journey of the new Chance Eau Frache de Parfum," said Veronica H. Speck, founder and CEO of [VHS Ventures](#), New York.

"Through these campaigns, Chanel is appealing to Gen Z and young, aspiring customers whose spending power is on the rise," Ms. Speck said. "Chanel is also appealing to this generation through the individualization of scents tailored to personality types, including delicate, energizing, optimistic and bold.

"This advertises that each of the Chance scents is deeply personal, and can become one's unique, personal, signature scent."

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

Fair play

Promoting Chance Eau Frache, Chance Eau Tendre, Bold Chance and Chance Eau Vive, Chanel's latest marketing stint takes place at a funfair, twinkling with bright lights and gleaming rides.

Directed by French filmmaker Jean-Pierre Jeunet, four women push the brand's narrative forward in a new film: models Amiah Miller, 19, Mathilda Gvarliani, 20, Maty Fall Diba, 22 and Zuza Bryk, 18, star.

Each happens to be a part of the Gen Z population.

Chanel presents a new Chance campaign

The talents make merry within the carnival setting, participating in games and reveling in friendship. Bottles of Chance show up in

various scenes, tying the lighthearted experience to the product.

Wearing Chanel looks, the stars' pastel outfits match tones used throughout the scent collection, tying each character to their very own fragrance. For example, Ms. Miller wears pink and has been paired with the rosy-hued Chance Eau Tendre.

Not only is she seen interacting with the item in the campaign video, winning Chance Eau Tendre as a prize at a fair booth in one scene from the campaign video, but Ms. Miller is also shown amid a separate space that connects the personality of the spritz and its wearer, now live on Chanel's website and across its social platforms.



Chance bottles appear around the fair, playfully fitting into the narrative. Image credit: Chanel

Chance Eau Tendre is specified as having an "enveloping softness" and delicate nature, thanks to its floral-fruity notes.

Each of the other three models also has individual spots on the page, their personal characteristics tied to elements such as the "invigorating freshness" of Chance Eau Frache, the "vibrant energy" of Chance Eau Vive and the "mysterious alchemy" of Bold Chance.



The Gen Z models express excitement when presented with Chance bottles as prizes for games. Image credit: Chanel

In true Gen Z fashion, personality and playfulness shape the digital home of the campaign, complementing contemporary references to the fragrance ([see story](#)) while harkening back to the house's history.

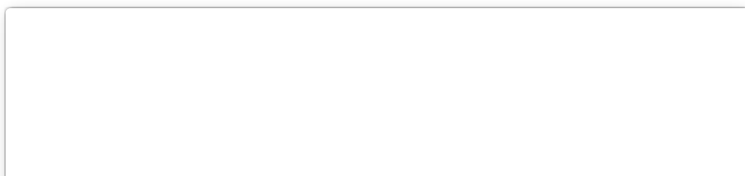
"Chanel Chance originally debuted in September 2002, created by Jacques Polge, who has created every Chanel fragrance launched since 1978," said Ms. Speck.

"The whimsical floral fragrance appealed to a younger generation and paid homage to one of Gabrielle Chanel's most famous bon mots: Chance is a way of being," she said. "It is no coincidence; it must be created, honed, sought out.

"It is the product of effort and passion."

Getting candid

Chanel has taken to social media to market the collection and further emphasize how it is linked to those who wear it.



[View this post on Instagram](#)

A post shared by CHANEL (@chanelofficial)

“Behind-the-scenes” visuals of the four models’ audition tapes are now available on the brand’s Instagram page, providing a more candid view of the women behind the advertisement.

Italian fashion house Miu Miu made a similar move in a recent campaign, which was shot in an untouched style that the label called a “live” reveal ([see story](#)). Others in luxury are also taking to more unscripted or unpolished aesthetics and visuals, embracing attributes that are historically seldom affiliated with the sector.

Though the approach strays from typically refined displays from the prestige industry, the strategy could appeal to younger audiences’ preference for authenticity.



Individuality is greatly valued by Gen Z and Millennials, who are known for their love of personality quizzes, astrology and more. Image credit: Chanel

Whether pulling back the curtain as shown throughout Chanel’s Chance content, or incorporating imperfections into promotional plays, brands are increasingly shedding the aspirational in favor of everyday scenes and familiarity. At the heart of it all lies a shared value held closely by both millennials and Gen Zers: relatability.

The virtue is turning out to be the bridge that connects the two very different generations, each critical to the luxury market ([see story](#)).