

JEWELRY

# Chanel goes intergenerational for Premire dition Originale revival

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Though both talents in the campaign are under 30, notes of heritage reel in older consumers. Image credit: Chanel

By EMILY IRIS DEGN

French fashion house Chanel is tapping a legacy talent and a K-pop star for the reissue of its first-ever watch.

Reviving the Premire dition Originale, the timepiece has been reimagined for a new generation, as revealed in a campaign starring French-American actress Lily-Rose Depp and South Korean singer Jennie Kim of girl group Blackpink. The marketing could potentially reel in both core consumers who have long been fans of the product and those who are new to it entirely.

"This pairing can significantly enhance the brand's reach and appeal to a broader audience," said Romey Louangvilay, head of communications and creative strategy at [ELMNTL](#), New York.

"Jennie Kim's influence in K-pop introduces a fresh, dynamic and younger demographic to the brand," Mr. Louangvilay said. "Lily-Rose Depp's presence and the campaign's modern aesthetic appeal to younger consumers who are drawn to contemporary and iconic figures.

"This combination creates a diverse appeal that can resonate with many consumers."

Mr. Louangvilay is not affiliated with Chanel, but agreed to comment as an industry expert.

## Test of time

The Premire dition Originale first hit the market in 1987.

In their own 30-second videos, Ms. Depp and Ms. Kim showcase the fresh version of it. Shot by Dutch-American fashion photographer-couple Inez van Lamsweerde and Vinoodh Matadin, the campaigns take place in historic venues.

### *Lily-Rose Depp for Chanel Watches*

The 24-year-old daughter of American actor Johnny Depp and French model and actress Vanessa Paradis takes up residence in the former apartment of Gabrielle Chanel herself, located at 31 Rue Cambon.

While donning the new watch, Ms. Depp amuses herself within the space, playing cards alone, lounging and dancing amidst vintage decor. A longstanding friend of the maison ([see story](#)), she wears Chanel head to toe.

Her father has many fans of all ages, particularly among Gen X and millennial segments. As a Gen Zer herself, the actress also

appeals to the younger demographic.

And as for Boomers and older? They are appealed to through the setting and nod to a fashion giant from their day.

Securing the attention of multiple generations, the dynamic suits the occasion.

*Jennie Kim for Chanel Watches*

"The use of historic settings, such as Ms. Chanel's apartment in Paris, and the nod to the brand's first watch evoke a sense of nostalgia and reverence for Chanel's rich history," said Mr. Louangvilay.

"This resonates strongly with older, core consumers who appreciate the brand's timeless elegance and enduring legacy," he said. "The blending of legacy talent with modern influences is becoming a common strategy.

"It not only attracts a younger audience through contemporary figures but also maintains the loyalty of older consumers who value tradition."

Ms. Kim, who is known by her stage name as simply Jennie, leans almost all the way into younger trends.

As a K-pop talent, her presence secures Chanel a moment with fans of the ever-growing music genre's fanbase. This is a group that many in luxury have been attempting to get involved with as of late ([see story](#)).



*Ms. Kim boasts a whopping 83.6 million followers on Instagram, easily topping Ms. Depp's 8.4 million. Image credit: Chanel*

For this campaign, the 28-year-old is pictured at the Ritz Paris on Place Vendôme. Like Ms. Depp, she relaxes in the opulent suite.

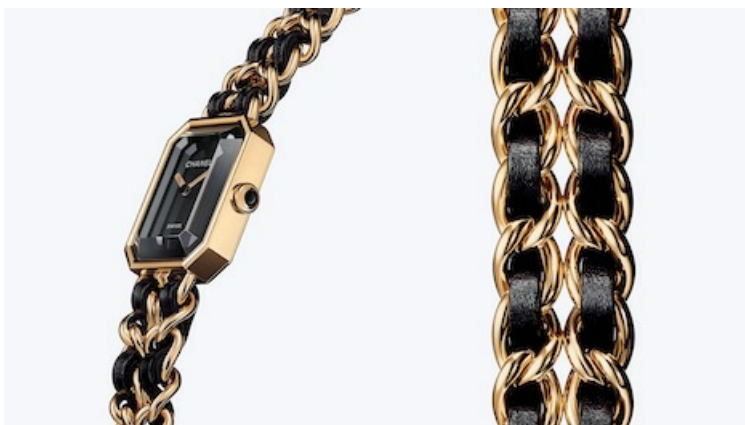
"By bridging generational and cultural gaps, the brand stands to attract a broader audience, reinforcing its position as a global icon of luxury and style," said Mr. Louangvilay.

"Jennie Kim's influence in K-pop introduces a fresh, dynamic and younger demographic to the brand," he said. "The strategic use of K-pop talent in Chanel's campaign offers a multifaceted approach to customer acquisition and exposure."

Both of these young stars also have their own behind-the-scenes videos in which they share with viewers their thoughts on the new watch. The slots represent Chanel's play into a popular trend in luxury advertising: authenticity ([see story](#)).

### **Premiere dition Originale**

The reissue of the watch can be worn like a piece of jewelry, as marketed by the campaign.



*Shoppers can try on the watch virtually thanks to a futuristic feature on the product's online listing. Image credit: Chanel*

Fusing practicality and adornment, the timepiece is inspired by brand codes. With recognizable lines that mirror those of the Chanel No. 5 fragrance bottle stopper, the bracelet's chains interlaced with leather straps nod to the maison's classic handbag handles.

A black-lacquer dial is contrasted by 18-karat yellow-gold hands. An emerald-cut, beveled crystal sits atop the face, shining against the midnight backdrop.

According to the house, its lack of numerals supports a sense of freedom and audaciousness.

With a crown sparkling with an onyx cabochon, Ms. Chanel's love of glitter is heralded. Wearers will find her name engraved on the clasp.

Retailing for \$6,200, the watch is listed [online](#) and can be purchased at a boutique with the help of a sales advisor.

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