

APPAREL AND ACCESSORIES

Pop star Dua Lipa enlisted for Chanel handbag debut

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Albanian singer-songwriter Dua Lipa serves as the face of the Chanel 25 handbag. Image credit: Chanel

By AMIRAH KEATON

French fashion house Chanel is calling attention to a novel design.

The luxury brand has unveiled a campaign that features Albanian singer-songwriter Dua Lipa, who serves as the face of the Chanel 25 handbag. Attempting to keep the interest of modern audiences with shows of spontaneity and self-expression, the maison has cast the pop star in a new film shot by British-Canadian photographer and director Gordon von Steiner, premiered January 31, 2025.

Introducing Chanel 25

Using contemporary influences to captivate a new generation of fashion enthusiasts, Chanel's latest presentation is set on the streets of New York City.

The video opens with Ms. Lipa stepping out onto its sidewalks, her Chanel 25 handbag effortlessly draped over the shoulder. As she navigates the bustling streets, the camera captures her in various urban settings crossing busy intersections, strolling through parks and passing by iconic landmarks.

Making her way down the road, the musician lip syncs to the film's soundtrack "I Ran (So Far Away)" by English new wave band A Flock of Seagulls.

The film is shot by British-Canadian photographer and director Gordon von Steiner

Throughout the film, Ms. Lipa's confident demeanor and fluid movements encapsulate the spirit of modern femininity and freedom that the house's Chanel 25 will come to represent.

The video's dynamic editing and energetic pacing mirror the rhythm of the city. Close-up shots highlight the handbag's distinctive features, including its signature side pockets and cinched design.

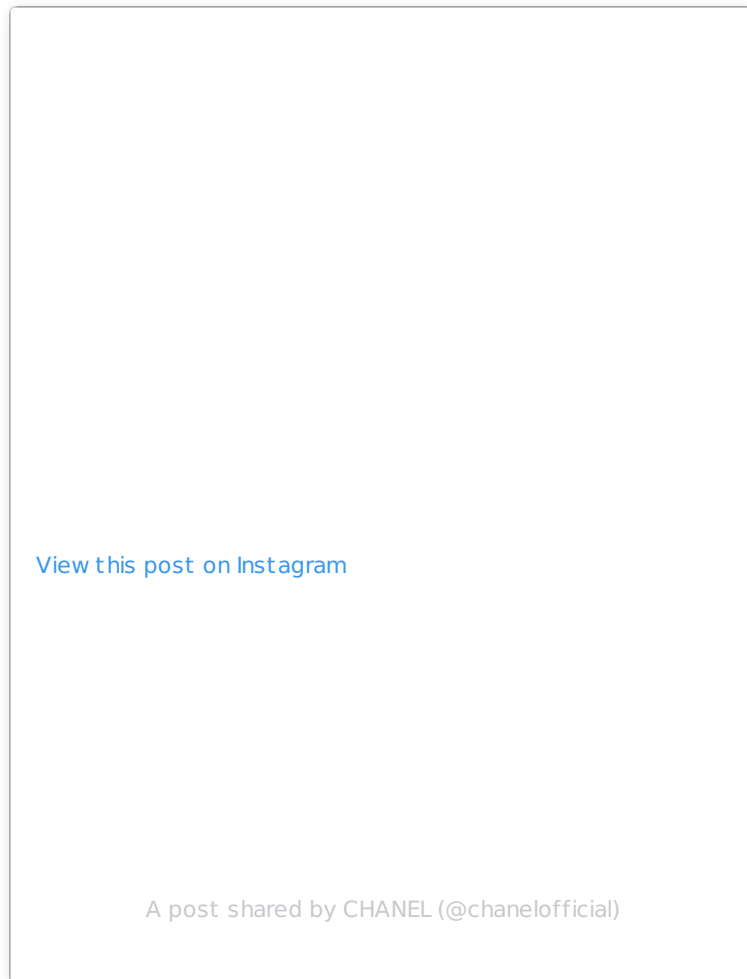
The tune complements the video's dynamic energy, driving home the campaign's 1980s-inspired aesthetic, the larger relevance of which is not lost on the viewer.

The 1980s marked a significant era for women's empowerment, characterized by increased participation in the workforce and a shift towards greater independence. This movement was reflected in fashion trends, notably the adoption of "power dressing,"

which included tailored blazers and accessories like pearls, symbolizing authority and confidence.

At the time, more women entered professional fields, and designers such as Yves Saint Laurent and Azzedine Alaïa rose to prominence, serving the newfound demand for tailored sets supporting those challenging traditional gender roles and advocating for equal opportunities.

Harkening back to a time when women were asserting their presence both in the workplace and in society at large, these themes are woven into Chanel's visual narrative.



Ms. Lipa's attire in the campaign subtly pays homage to the power dressing trend. A blazer is paired with a tweed bustier and dark-wash denim.

The outfit is topped off with a thick layer of pearl necklaces, nodding Chanel's classicism, while products from slightly more price-accessible categories, such as eyewear, shine as Ms. Lipa hops into a black car, riding to work.

As scenes depict the vocalist modeling amid a campaign photoshoot, the film continues on, evoking the spirit of the decade it references and ending with a seemingly-impromptu acapella rendition of the film's soundtrack, performed by none other than Ms. Lipa.

Connecting the dots

Shown in Marseille, France, the Chanel 25 was first introduced as part of the brand's Cruise 2025 collection, later appearing in the house's spring/summer 2025 ready-to-wear show.

Building on the foundation of then-creative director ([see story](#)) Virginie Viard's Chanel 22 design, Chanel 25 was created with versatility in mind, keeping its predecessor's unstructured charm while offering a refreshed silhouette.

The handbag merges utility with style, blending sophistication with everyday function in a manner that may appeal to the 29-year-old's fandom and other young shoppers.

The full campaign will launch next month. This preliminary iteration does its part in drumming up excitement.

Similar to its creative appointments of late the brand recently announced its hiring of Matthieu Blazy, formerly of Italian fashion

house Bottega Veneta, set to succeed Ms. Viard ([see story](#)) the campaign signifies another step forward in Chanel's ongoing dialogue between heritage and trends of today.

By casting Ms. Lipa, an artist at the forefront of both music and fashion, the house continues to solidify its relevance among a new generation of luxury consumers.
