

WATCHES AND JEWELRY

# Chanel unleashes 'From Dream to Reality'

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*The company is merging the magical and tangible with its new placement. Image credit: Chanel*

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By ZACH JAMES

French fashion house Chanel is embracing the ethereal with its latest campaign.

Titled "From Dream to Reality," the effort showcases the maison's latest fine jewelry offerings through a surrealist, snow-rimmed advertising effort. Each piece is presented in a whimsical setting, with holiday wishes translated into designs from the brand's multitude of 2025 timepiece selections and elevated accessory collections.

## Blanketed in white

Lines spotlighted in the initiative include the new Chance de Chanel assemblage, Coco Crush, Collection No 5, Comte and Bouton de Camlia, among others.

Each of the pieces, spanning rings, bracelets, watches, necklaces and earrings, is shown in a central short film alongside a variety of stills. The promotional imagery places two models, Mona Tougaard and Rebecca Longendyke, in an unreal winter wonderland filled to the brim with sparkling, bright snow.

*Chanel presents "From Dream to Reality"*

The duo, alongside an owl, in a nod to the maison's iconic motif, carve lines into the frozen landscape with a massive feather, the scraped ground revealing a shiny black finish. In the final shot, their work, referred to as a "wish," is revealed as a massive floral design, complete with an image of the numeral five, among other references to the highlighted selection.

This closing image also bears resemblance the Symboles Medal from the Chance de Chanel line, with each of the pieces' four brand icons the camellia flower, a lion, the number five and a comet.

Interspersed between scenes of shifting snow, the maison shows close-ups of 18K gold jewelry and Premiere Ribbon watches, with multiple items adorning each talent. Meanwhile, the stills take on a more traditional luxury marketing approach, with Ms. Tougaard and Ms. Longendyke captured in front of a blank, white background in various poses that accentuate various accessories.

Alongside the campaign, Chanel has also unveiled a curated selection of its 2025 fine jewelry highlights, available on the maison's [website](#).

## Sparkling festivities

Other high-end accessory-makers are taking vastly different approaches for their year-end advertisements.

Several in the space have activated over the past few weeks, with U.S. jeweler Tiffany & Co. among the first to do so. British-American actress and house ambassador Anya Taylor-Joy starred in the initiative, which sees the talent traverse the globe in search of love by way of jewelry ([see story](#)).



*In the fashion realm, classical film inspirations have colored several campaigns. Image credit: Chanel*

Meanwhile, Austrian crystal and jewelry designer Swarovski is making its mark in Paris, sponsoring a nightly light show alongside a retail pop-up as it celebrates both the holiday season and its 130th anniversary ([see story](#)).

Through these promotional releases, jewelry brands seek to maintain or enhance their current brand standing, as the sector is expected to succeed beyond its luxury peers in the coming months as financial uncertainty reigns supreme ([see story](#)).