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Chanel combines exhibit, in-store displays for Little Black Jacket

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By RACHEL LAMB

To celebrate Chanel's Little Black Jacket exhibition coming to New York, the French fashion label is using its boutique locations to drive sales and increase event awareness.

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The Little Black Jacket exhibit is based on the book, "The Little Black Jacket: Chanel's classic revisited by Karl Lagerfeld and Carine Roitfeld," and includes images of the Chanel jacket throughout the years. It is open June 8-15 in New York.

"The exhibition is another hook to marry the book and look manifesting engagement, traffic and sales," said Chris Ramey, president of [Affluent Insights](#), Miami. "Sales are always the ultimate reason for any strategy."

"This particular exhibit includes celebrities and style, and is an enjoyable way to engage customers to create desire," he said.

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

[Chanel](#) could not respond before press deadline.

Black ink

The exhibit is moving to 18 Wooster Street in New York's SoHo district from its stay in

Tokyo.

The 113 images are shot by Chanel creative director Karl Lagerfeld.

The Little Black Jacket book illustrates the product as worn by personalities and celebrities including Sarah Jessica Parker, Yoko Ono or Joan Smalls.



Chanel Little Black Jacket exhibit

The Little Black Jacket exhibit and the book are inspired by the close relationship that Chanel has with these special celebrities, per the brand.

"A traveling event, by definition, is short-term," Mr. Ramey said. "This is a necessity for any luxury product or event.

"A short-term event exalts and celebrates the brand," he said. "No doubt they had each night carefully planned as they determined the length of the exhibition."

Window displays in Chanel boutiques will correspond with the exhibit.

The windows will present a selection of jackets from the Paris-Bombay Métiers d'art collection. In addition, the jacket will have its own section in the stores.

Chanel has also dedicated a microsite to the Little Black Jacket exhibit and book.

Consumers can access information and some of the images at <http://www.thelittleblackjacket.chanel.com>.

Stunning display

Chanel's exhibit could benefit the brand for a few different reasons.

The exhibit displays Chanel's heritage and history, which could intrigue both brand customers and those who aspire to be them.

In addition, many brands are using celebrities for product endorsement or ambassadorship, which could also be helpful in securing an aspirational consumer.

The exhibit could attract consumers to a Chanel store through product placement, or consumers walking by a boutique could be intrigued and go to check out the exhibit.

Many luxury brands are using displays, exhibits or museum placement to build brand awareness or push specific products.

For example, French fashion label Jean Paul Gaultier drew attention to itself by being the first brand to display a fashion exhibit in the Dallas Museum of Art ([see story](#)).



Alexander McQueen's Savage Beauty exhibit

The exhibit, titled "The Fashion World of Jean Paul Gaultier: From the Sidewalk to the Catwalk," is the brand's first presence in a museum. The exhibit comprised 130

ensembles from the brand's 35-year history and was held Nov. 13 – Feb. 12 at the Dallas Museum of Art.

In addition, perhaps the most well-known display was this past summer's Alexander McQueen exhibit at the Metropolitan Museum of Art in New York.

The Savage Beauty exhibit was the most-visited among the exhibitions curated by the Met's Costume Institute since its inception in 1946 and drew in 23,000 new members to the Met during its three-month run ([see story](#)).

The Chanel jacket is an iconic piece in and of itself, and positioning it in that way could help the brand in immeasurable ways.

"Events that engage customers and elevate the brand drive loyalty and sales," Mr. Ramey said. "It's an important goal of every luxury marketer."

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York