

INTERNET

Chanel touts jewelry history via latest Inside Chanel installment

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By ERIN SHEA

French fashion house Chanel is touting the history of its jewelry collections via the third chapter of the Inside Chanel video series.



Chapter three titled “Chanel and the Diamond” tells the story of how Gabrielle Chanel revolutionized the world of high jewelry when she introduced the “Bijoux de Diamants” diamond collection. This is the third video that shows the history of Chanel’s innovations in the Inside Chanel series.

“This approach provides a tasteful view of Chanel’s history, but more importantly, its success throughout the years,” said Dalia Strum, president of Dalia Inc., New York.

“The brand is able to visually story-tell how it has withstood the test of time with its iconic timeline through these videos,” she said.

“This site will create additional value for Chanel as they increase the content provided to viewers excited to advocate and support the brand as well as the potential to engage about these relevant topics.”

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

Chanel declined to comment.

The diamond

Chanel and the Diamond video runs more than three minutes long and details the history of the Bijoux de Diamants collection.

The video begins with a white screen and a quote from Ms. Chanel that reads “If I have chosen the diamond, it is because it represents, in its density, the greatest value in the smallest volume.”

Then, the video launches into the history of how the diamond came to be an important jewel in fashion.

After the narrator gives a short background of the diamond and Ms. Chanel, the video then talks about her style and reinvention of how diamonds should be worn.

Her design inspirations are highlighted through animations and images that make the words come to life as they are read by the narrator.



Inside Chanel Chapter Three

Next, the story tells how she displayed her diamond collection in her own home by using wax mannequins to show off the jewels, which created an uproar in the diamond community.

Lastly, the story of her collection comes to an end by stating that although the diamond collection was Ms. Chanel’s only high-jewelry collection, it changed the way diamonds are used today and inspired the brand’s current designs.

The last few seconds of the video show how Ms. Chanel’s diamond designs are still being used in contemporary fashion.

Chanel and the diamond

The video boosts the value of the brand by explaining its history with diamonds, while it is also informing consumers about the brand.

“This digital approach provides a strong connection with how Chanel was able to last the test of time, allowing views to strongly advocate and support a strong piece of fashion history,” Ms. Strum said.

“The curated perspective of how Chanel created a movement for sparkle and shine is truly prevalent in today’s style,” she said.

The story goes on

In 2012, Chanel released Chapter One and Chapter Two of the Inside Chanel series.

The label introduced consumers to its brand heritage via the Inside Chanel microsite that retraces the people and events that led up to the creation of the label.

The site was launched with the legend of iconic perfume Chanel No. 5 for the first chapter. The videos capture the essence of the fragrance from its genesis to its muses who have embodied the perfume since it was first created ([see story](#)).

In Chapter Two, Chanel invited consumers to learn the intimate history of its N°5 fragrance through a video featuring Marilyn Monroe.

The “Marilyn and N°5 – Inside Chanel” video released Nov. 16 was be shown on the label’s Web site and YouTube channel. Chanel continued to push the campaign through its digital properties ([see story](#)).

There will be at least 10 different themes in total, so there is still more to come in this series.

The series helps Chanel add value to its brand by highlighting its successes throughout history.

“Chanel has been creating this video series as an outlet to convey its successes through the visual timeline,” Ms. Strum said.

“This strategy makes the brand more aspirational and desirable for consumers,” she said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/uxoth760gnk>

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