

ADVERTISING

Chanel chooses Kristen Stewart for new campaign to excite younger consumers

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By SARAH JONES

French fashion house Chanel has tapped actress Kristen Stewart to star in its advertising campaign for its Métiers d'Art Paris-Dallas collection to further showcasing the U.S. inspiration behind the collection.

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Chanel announced its latest face at the collection presentation in Dallas on Dec. 10, part of a trip that commemorates the brand's relationship with the U.S. Chanel typically uses fashion models rather than celebrities in its apparel ads, so this campaign will shake things up at the couturier and give the brand attention from a new, younger audience that relates to Ms. Stewart.

"The strategy behind featuring Kristin Stewart as the new face of Chanel is to connect with a younger demographic especially as her recent debut of 'Twilight' made quite the impact among the millennial generation," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

"Kristen Stewart is able to put her perspective on how their collection could be styled and connect those looks with her engaged fan base," she said.

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

Chanel did not respond by press deadline.

A new face

Chanel posted a photo of Ms. Stewart at the fashion show in Dallas, standing next to Chanel creative director Karl Lagerfeld. In the photo, the actress is wearing a crop top and wide leg orange leather trousers, a preview of the house's Spring 2014 collection.



Ms. Stewart with Mr. Lagerfeld at Chanel Métiers d'Art show

Ms. Stewart has an existing relationship with the brand, attending fashion shows, including the house's Fall 2013 Couture presentation in July. She was photographed with Mr. Lagerfeld at the show.

The actress has also worn Chanel evening wear on a number of red carpets, including the 2010 British Academy of Film and Television Arts awards and the Metropolitan Museum of Art's Costume Institute Gala the same year.

Ms. Stewart is best known for starring in the movie franchise *Twilight*, which has given her a very youthful following. Through this campaign, Chanel will be able to reach young

consumers, introducing them to the brand early.

This is not the first fashion brand Ms. Stewart has modeled for. The star is also the face of Balenciaga's Florabotanica perfume.

Chanel tweeted the news right after its show, probably to catch its followers as they tuned in for more photos and coverage of the presentation.



Tweet from Chanel

Celebrity campaigns

Brands have to be careful when picking a famous personality as the face of a campaign, since the celebrity has their own brand.

For instance, Italian fashion house Versace has officially confirmed Stefani Germanotta, better known as Lady Gaga, as the face of its spring 2014 campaign, a departure for the brand that usually uses models rather than celebrities in print ads.

This campaign marks the first time Lady Gaga has appeared in any fashion advertising, giving Versace a unique edge. By using a famous face in its advertising, Versace is able to capture consumer attention, but advertisers need to be careful which stars they pick to represent their brand ([see story](#)).

Picking a star of a younger generation can help brands that skew older a pathway to a millennial audience.

For example, U.S. apparel designer Diane von Furstenberg teamed up with it-girl DJ Harley Viera-Newton for a holiday campaign and collection to attract a younger audience.

Both the video and the campaign were inspired by Ms. Viera-Newton's cat Marmite, with feline-themed accessories. By using a well-known tastemaker as the star of its newest campaign, DVF will be able to reach not just its own fans, but Ms. Viera-Newton's as well ([see story](#)).

In Chanel's case, Ms. Stewart's star power will most likely be beneficial to the brand, especially for such an Americana-inspired collection.

"The typical Chanel clientele is a slightly older demographic, and this approach opens the

brand up to a fresher and younger aspirational clientele," Ms. Strum said.

"It keeps the brand relevant within the over-saturation of the fashion industry," she said.

Final Take

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