

INTERNET

Chanel gives fans celebrity access with Kristen Stewart video

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Chanel Métiers d'Art ad campaign image with Kristen Stewart

By SARAH JONES

French fashion house Chanel is taking consumers inside its photo shoot with actress Kristen Stewart to satisfy the desire for insider access.

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Chanel shared the highlights of the filming process for its Métiers d'Art Paris-Dallas collection campaign in a two-minute video. Consumers look to brands' social media for access to celebrities and events they would usually be left out of, and this video provides that look into the inner workings of the fashion brand.

"This is an extension of the advertising campaign that gives a behind-the-scenes look at the making of the campaign," said Amanda Rue, strategist at [Carrot Creative](#), New York.

"This is not a new concept, but is more likely to resonate because of Kristen Stewart's celebrity status.

"Releasing this video adds another layer and dimension to the advertising images," she said. "While the images may be featured in print advertising, the video brings those images to life in a way that lets viewers feel as if they are able to look behind the curtain and feel closer to the characters, in this case Karl Lagerfeld, Kristen Stewart and Chanel."

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

Chanel was unable to comment before press deadline.

Fresh face

Chanel made the announcement that it had tapped actress Kristen Stewart to star in its advertising campaign for its Métiers d'Art Paris-Dallas collection during the collection presentation in Dallas on Dec. 10, part of a trip that commemorated the brand's relationship with the U.S.



Chanel Métiers d'Art Paris-Dallas presentation

Choosing an American actress further showcased the U.S. inspiration behind the collection. 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 ([see story](#)).

"It is likely that Chanel is aiming to reach and resonate with a younger and aspirational audience," Ms. Rue said. "We've seen this time and time again. A brand can reach new audiences by featuring and working with a celebrity that attracts a wide range of fans outside of the Chanel buyer.

"Stewart, as a young and fresh face for the campaign, can attract new, aspirational fans to the Chanel brand."

Chanel posted its backstage video first to the News section of its Web site directly after releasing the campaign images. This ensured that the campaign was still new and a hot topic when the video came out.

At the beginning of the video Ms. Stewart is seen getting out of her car wearing sunglasses and a hat as paparazzi snap photos of her. The actress sports a Chanel hoodie and backpack.



Chanel video still

Inside the studio Ms. Stewart goes through hair and makeup. As she stands on set in her first look, last minute makeup retouches are done, and creative director Karl Lagerfeld talks to her before he begins to take photos.



Chanel video still

Between clips of Ms. Stewart posing, consumers see people looking over the shots on a screen, with the actress coming to the other side of the set to see the completed images as well at one point.

At the end of the shoot, Mr. Lagerfeld and Ms. Stewart hug.

Chanel, at first, did not share the video on social media, keeping it off YouTube so consumers had to go to its Web site to see the footage. This likely resulted in more views of the campaign images adjacent to the video on the page. Chanel instead linked to its News microsite in social media posts.

After the News article had been live for a while, Chanel shared the video on YouTube.

Kristen Stewart & Chanel, video

Personality study

Fashion brands typically film a video accompaniment to their print campaigns to bring them to life in the digital space. Many of these videos capture the photo shoot atmosphere.

French atelier Lanvin took its fans behind-the-scenes of the photo shoot for its resort 2014 print campaign by showing the personal interactions and set dynamics of the video's making.

In the video, viewers got to see and hear portions of the model's experience on set, giving an inside look into the choices the brand made while filming. By documenting its photo shoot, Lanvin appealed to its avid fans, who want to know everything about the inner workings of the brand ([see story](#)).

Even though this video did not begin socially, it still appeals to consumers' desires for exclusive access.

Showing the personality of a campaign face can also highlight the personality of a fashion brand.

French footwear maker Berluti showed its more playful side with a behind-the-scenes video for its latest advertising campaign that was filmed in a swimming pool.

The video showed artist and brand ambassador Maurizio Cattelan jumping into the pool in his suit. By filming the making of the ad with its quirky brand ambassador, Berluti was able to further communicate its brand image as a "house with character" ([see story](#)).

Adding a big name to a video increases the likelihood that this type of video will resonate with consumers, since they will be curious about the star.

"This video does not feel that it will inspire shares, but it does give the viewer perspective into the creation process," Ms. Rue said. "When a brand as iconic as Chanel leverages the celebrity status of both Stewart and Lagerfeld, people will pay attention.

"Viewers will likely be receptive to this because it does offer a point of view rarely seen and let's them feel connected to the process."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/aElbXs51zY8](https://www.youtube.com/embed/aElbXs51zY8)

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