

MULTICHANNEL

## Chanel positions J12 watch update as must-have fashion accessory

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*Blueprint of Chanel's J12 wristwatch*

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By JEN KING

France's Chanel is promoting an updated version of the J12 Automatic wristwatch with a digital and email campaign that frames apparel alongside the timepiece to highlight the brand's range.

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**Luxury Daily**

Chanel's J12 has been a popular wristwatch for the fashion label and has seen many updates in both function and color options. Positioning the J12 Automatic with fashions, just as consumers are beginning to switch up their wardrobes for warmer weather, may entice Chanel fans to also revisit their wristwatch choices.

"Concerned by the perception of mass emailing, luxury brands still shy away from digital campaigns," said Sophie Terrisse, CEO of [STC Associates](#), New York.

"However, properly targeted email programs are powerful doors to the brand experience," she said. "Chanel managed to deliver a very sleek, true-to-the-brand email experience.

"It is simple, offers options for dialog through their social channels and has great focus on an accessible, yet coveted product. It not only helps consumer awareness; it helps Chanel position themselves as a digitally-intelligent brand."

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

Chanel did not respond by press deadline.

#### Watch to wear

In the June issues of publications such as Vanity Fair, Architectural Digest and Condé Nast Traveler, Chanel placed multi-page black and white advertisements showing products on the left hand page and a close-up of the J12 Automatic's face on the right.

In the three page version of the spread, the effort begins with a model suspended from steady gymnastic rings. The model wears a white swimsuit in front of a still ocean background.

The J12 Automatic's face is shown in detail and includes "l'Instant" above Chanel's logo.



#### *Chanel J12 and swimwear version of L'Instant Chanel ad*

Chanel's second effort shows a model walking down a sidewalk mid-stride. She wears a tweed blazer, black jeans, a pair of silver-heeled stilettos and is carrying a quilted Chanel purse.

On the right hand page, the J12 Automatic is the same as it was in the first effort, only the time reads 5:35 rather than 6 o'clock. The image also features L'Instant Chanel.



### *Chanel J12 and ready-to-wear version of L'Instant Chanel ad*

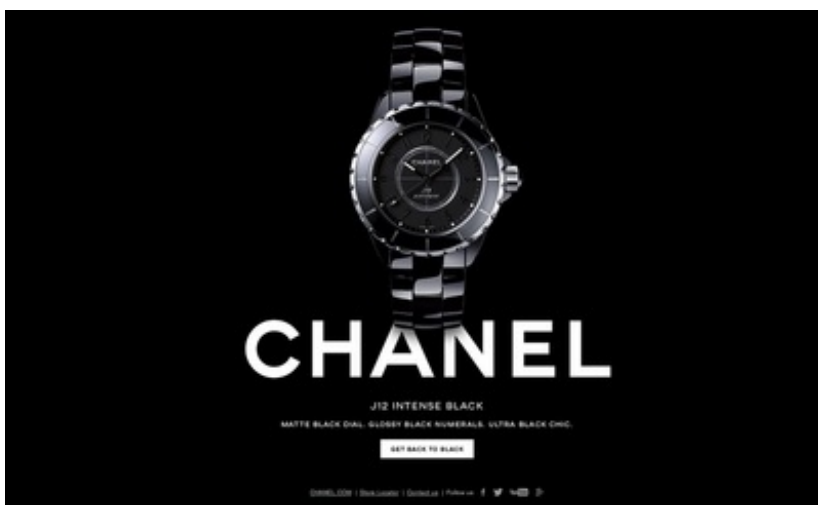
The final image in the larger J12 Automatic spread shows just the legs and stilettos of a woman protruding out of a vintage automobile. The J12 Automatic on the right hand page, with copy, is outfitted with diamonds around the face and on the face of the second hand face.



### *Chanel J12 and stiletto version of L'Instant Chanel ad*

By including the watch with apparel and other accessories, Chanel tells consumers that the J12 Automatic is a welcome addition to any ensemble. Chanel furthered this message by sending its subscription list an email dedicated to the updated J12 Automatic, which addresses questions that may have popped up while browsing the ad space of publications.

The email's subject line, "New: J12 Intense Black Watch" may be enough to pique the interest of consumers who have yet to see the print campaign. When opened, the email includes a large picture of the J12 Automatic with brief copy explaining the features of the newest J12 option.



### *Body of Chanel's J12 Intense Black email*

Chanel's prompt for more details reads "get back to black" in reference to the J12's matte black dial, glossy black numerals and its "ultra black chic" design.

A click-through lands on Chanel's J12 section of its Web site. Unlike the email, the Web site continues on the idea of the J12 being a welcome addition to any outfit, including a bathing suit, with an image of the model hanging from the rings seen on the right side of the page.



### *Chanel's J12 section of its Web site*

From here, the consumer can explore the eight variations of the J12 Automatic. These variations include the featured J12 Intense Black, the J12 Matte Black, the original J12 and others with gold details, diamonds as numerals and both.

When a watch is selected it slides into the second column where the consumer can access more information about the J12's functions and specifications.

The last column, showing the print campaign, allows the consumer to “discover the world.” This section includes copy about the J12's historic launch for the brand in 2000 as well as a part that focuses on Chanel watchmaking.

### *Upping the ante*

Chanel has updated the J12 in the past to contend with other brands in the fashion space as well as heritage watchmakers.

For instance, Chanel encouraged enthusiasts to explore the phases of the moon through a Web site that illuminated its newly revealed J12 Moonphase wristwatch by presenting its aesthetics and functions ([see story](#)).

With so much competition in the watch sector, brands not traditionally affiliated with watchmaking must position their timepieces effectively to be taken into consideration by serious aficionados.

Giorgio Armani's collection Emporio Armani showed the Italian label's first Swiss-made watch line at Baselworld in a vault-inspired installation. Coinciding with the first day of the watch and jewelry show, Armani launched a dedicated microsite that mimicked the physical vault in Messe Basel, Switzerland ([see story](#)).

Chanel's micro site for the J12 Intense Black is simple in execution and stays true to the brand's codes of classicism and sophistication.

"[The site] is more than sufficient," Ms. Terrisse said. "It is smart.

"[Chanel's] focus on a more attainable model – the J12 – starts inducting the new prospects to the broader brand experience through the microsite," she said. "For Chanel, the microsite is about reaching a new, aspirational audience, simplifying the offer, while preserving the brand environment.

"It is done elegantly and intelligently."

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

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

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