

# Chanel

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ETHICAL ADVERTISING EVALUATION & REVAMP

## IMPORTANT DATES



"COCO," AS SHE HAD COME TO BE CALLED, OPENS A HAT BOUTIQUE AT 21 RUE CAMBON UNDER THE NAME CHANEL MODES

### **1921 LAUNCH OF CHANEL N°5 PERFUME**

LAUNCH OF THE FIRST CHANEL PERFUME: N°5. THIS "WOMEN'S PERFUME WHICH SMELLS LIKE A WOMAN,"

### **1939 CLOSING OF THE COUTURE HOUSE**

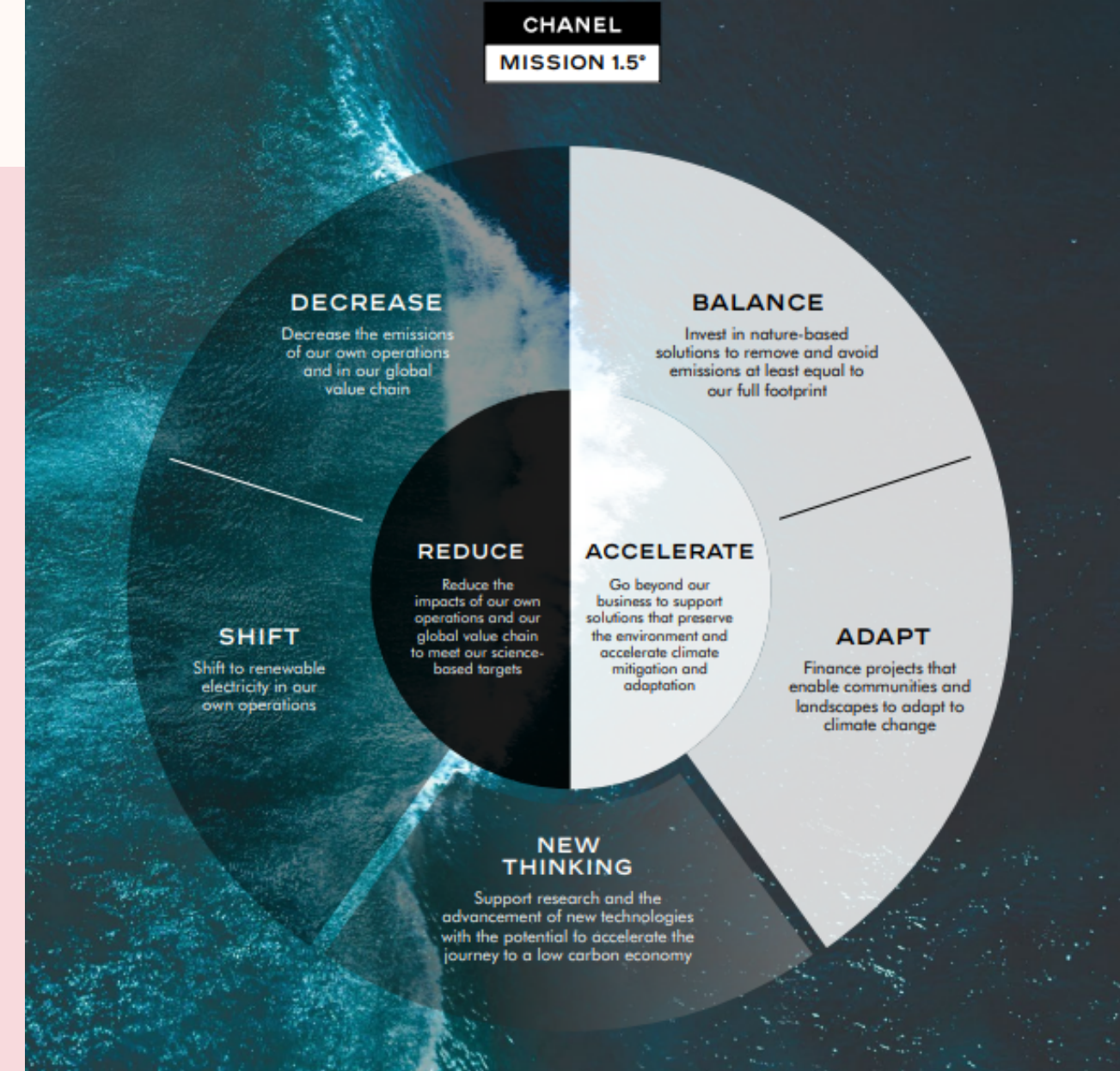
DURING WORLD WAR II, CHANEL CLOSES ITS COUTURE HOUSE. OF THE FIVE RUE CAMBON BUILDINGS, ONLY THE "31" BOUTIQUE REMAINED OPEN, WHERE PERFUMES AND ACCESSORIES CONTINUED TO BE SOLD.

### **1970 LAUNCH OF CHANEL N°19 PERFUME**

CREATED BY HENRI ROBERT, N°19 OWES ITS NAME TO AUGUST 19TH, GABRIELLE CHANEL'S DATE OF BIRTH. THIS GREEN FLORAL SCENT IS CHARACTERIZED BY ITS MAIN FLORAL NOTE, THE IRIS, WHICH GIVES IT A POWDERY TOUCH.

## MISSION STATEMENT

Designer, visionary, artist, Gabrielle 'Coco' Chanel reinvented fashion by transcending its conventions, creating an uncomplicated luxury that changed women's lives forever. She followed no rules, epitomising the very modern values of freedom, passion and feminine elegance.



### "Chanel Mission 1.5°"

which aims to meet the many objectives set by the 2015 Paris Climate Agreement aimed at limiting mean global temperature increases to 1.5° Celsius.

This initiative unveiled by the leading French fashion house also underlines Chanel's ambition to reduce its carbon footprint.

# TARGET CUSTOMER

THIS LUXURY BRAND, FOCUSES ON DELIVERING ELEGANT AND TRENDY DESIGNS FOR YOUNG WOMEN.

CUSTOMERS ARE WOMEN WHO WANT TO IDENTIFY WHAT CHANEL REPRESENTS WHICH IS ; ELEGANCE ,SIMPLICITY,MODERN,AND CLASS.

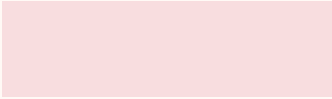
CUSTOMERS OF CHANEL IS THE WOMEN IN THE AGE GROUP OF 15-40 WHO HAVE AN INCLINATION TOWARDS THE FASHIONABLE ACCESSORIES..



# PERSONA



**JEN STOIL**



JOB: TEXTILE FABRIC COLORIST EXPERT AT HELLO NITE- 75K

EDUCATION: MASTERS IN TEXTILE DEVELOPMENT AT FIT

AGE:27



HOBBIES: SCOUTING NEW AND ENVIRONMENTALLY FRIENDLY FABRICS, KNITTING, WATCHING HGTV, DISCOVERING THE BEST TAKE-OUT FOOD.

LOCATION: STAYS IN NEW YORK CITY BUT HAS A HOME IN SOUTHERN CONNECTICUT

VALS: ACHIEVER AND MAKER

# CHANEL NO. 5 ADVERTISEMENT THROUGH THE AGES



1970



2007



2017

## ELEMENTS

- USE OF WHITE, BLONDE, AND THIN MODELS.
- ALL WOMAN HIDING BEHIND THE BOTTLE
- MOOD OF SOPHISTICATION AND HIGH CLASS

## EVALUATION

- THE ADVERTISEMENTS SUGGEST THAT SOPHISTICATION IS ONLY HEALED FOR THE THIN PRETTY AND BLOND WHITE WOMAN
- NO DIVERSITY WITHIN GENDER, RACE, AND BODY IMAGE
- THE IMAGE OF THE WOMAN HIDING BEHIND THE BOTTLE SUGGESTS THAT THE PERFUME SPEAKS FOR THE WOMAN AND IS NOTICED BEFORE THE WOMAN AND HER PERSONALITY



# Concept

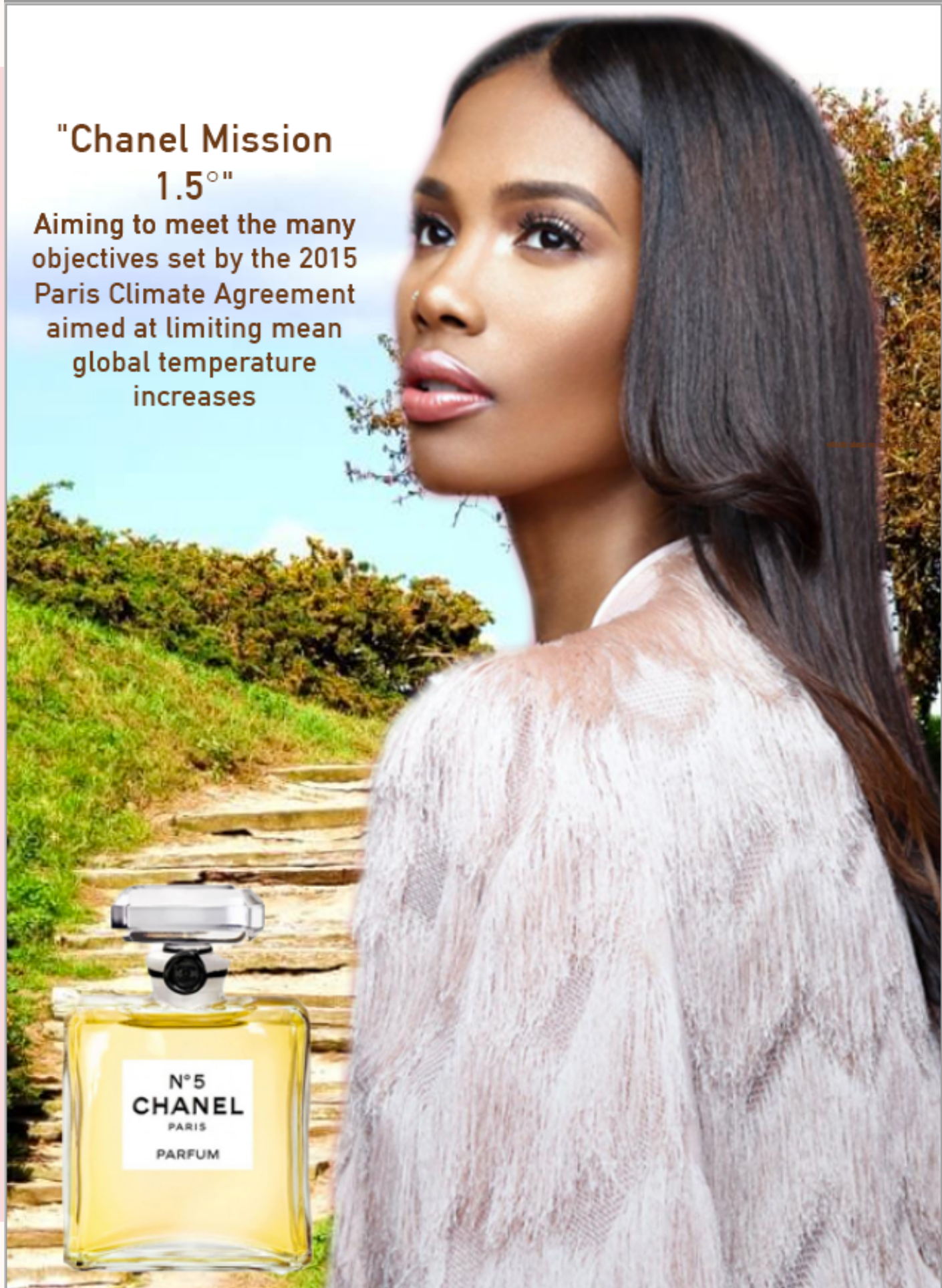
I PLACED ALL MODELS IN THEIR OWN SPACE TO SUGGEST THAT THE PERFUME ADDS TO THEM INSTEAD OF BEING HIDDEN BEHIND.

I INCLUDED CHANEL'S NEW MISSION STATEMENT ABOUT CLIMATE CHANGE AND ADDED A FRENCH LANDSCAPE AS THE BACKGROUND TO DRIVE THIS.

I USED A WIDE VARIETY OF MODELS TO INCLUDE DIVERSITY. (BLACK, ASIAN, PLUS SIZE, GENDER FLUID) I KEPT THE MODELS IN SOPHISTICATED STANDARDS TO STILL KEEP THE TARGET CUSTOMER IN MIND

**"Chanel Mission  
1.5°"**

Aiming to meet the many  
objectives set by the 2015  
Paris Climate Agreement  
aimed at limiting mean  
global temperature  
increases



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CONCEPT 1

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1970





CONCEPT 2



"Chanel Mission 1.5°"

which aims to meet the many objectives set by the 2015 Paris Climate Agreement aimed at limiting mean global temperature increases



CONCEPT 3



# Sources

[https://www.chanel.com/us/?](https://www.chanel.com/us/?gclid=Cj0KCQjwvr6EBhDOARIsAPpqUPGYmao9Knx1b5AQZn_7GoJBPOY6GepzCm0aPLvHiBS74ucC5q87OosaAqZeEALw_wcB)

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