

UNIQUE **S**TYLE **P**LATF**O**RM
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

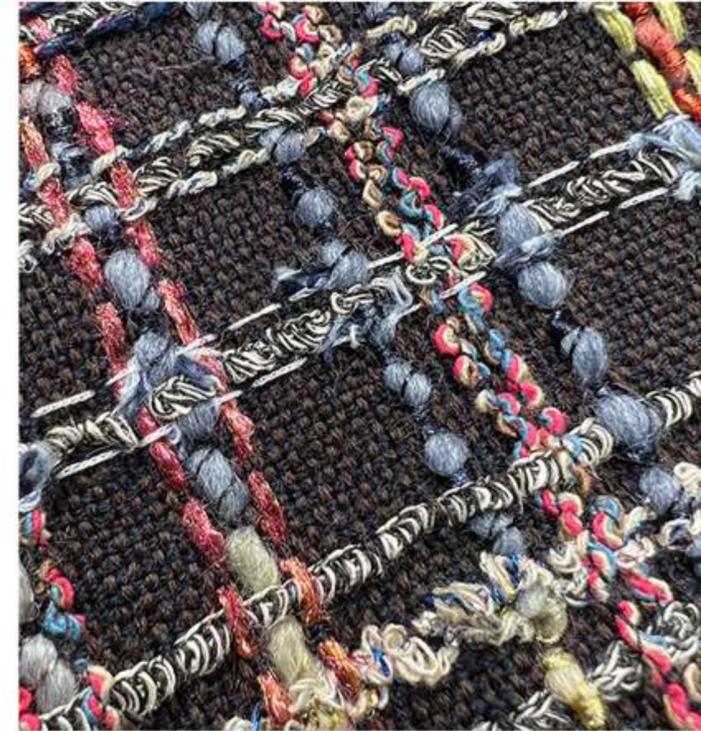
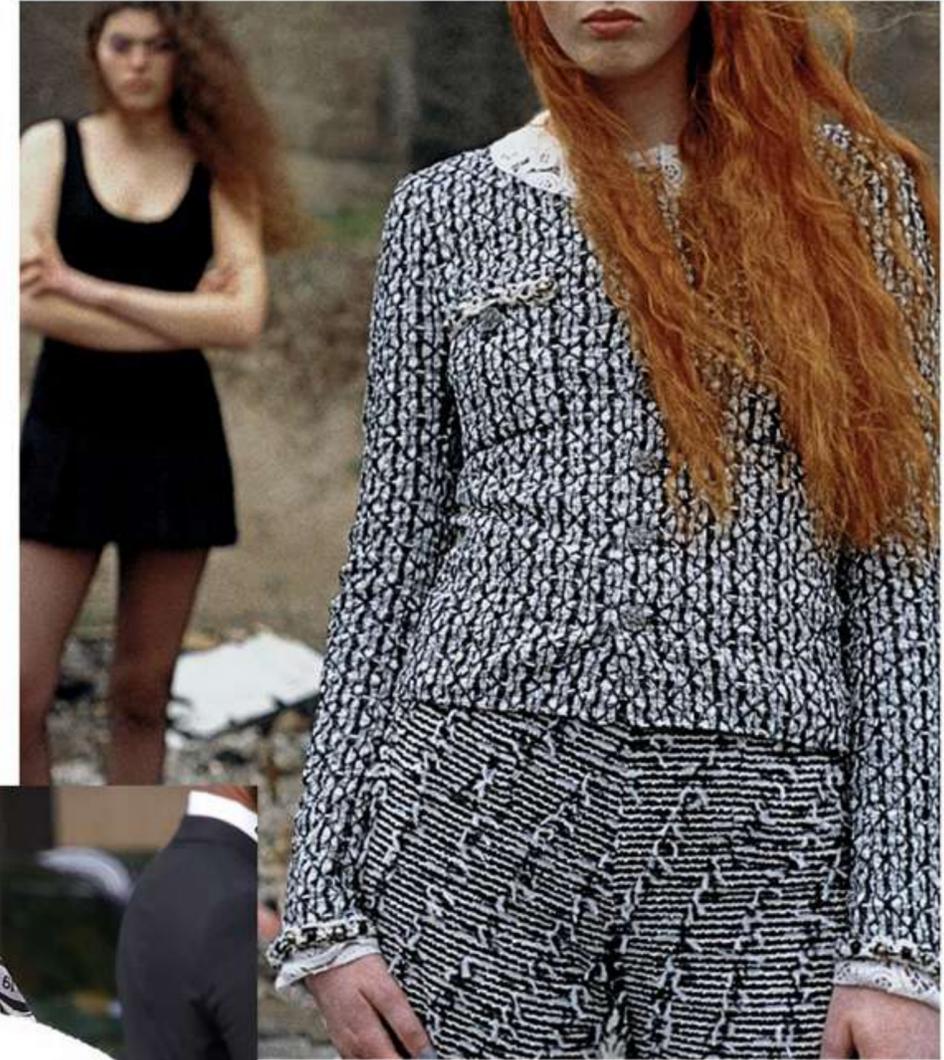
USP INSPIRE:
CHANEL 2.0



With conversations around **'quiet luxury'** continuing, and the return of **'ladylike' dressing** appealing to Gen Z, heritage brand **Chanel** is having a moment, being embraced by a **new generation of luxury consumers**.

According to recent reports, the brand recorded a staggering **\$17.22 billion in revenue for 2022**, a remarkable 17% increase compared to the previous year. The recent wedding of Gen Z fav **Sofia Richie**, where she was decked out in Chanel head-to-toe, led to a **300% surge in online searches** for the brand. Along with Chanel's partnership with the hit *Barbie* movie, this illustrates a shift in their traditional image and target customer.

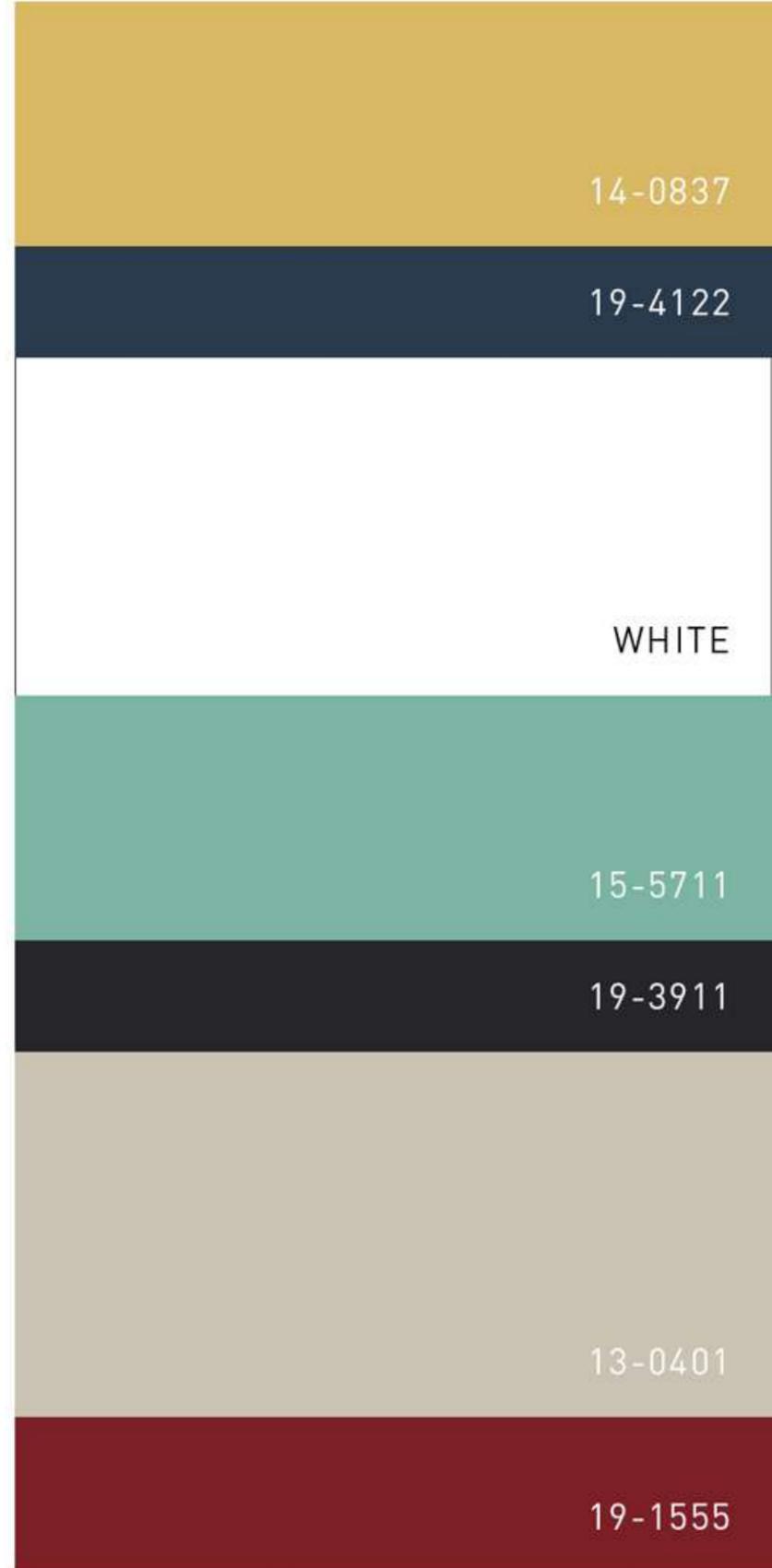
On their list of *Global Ambassadors* are K-Pop stars **G-Dragon, Minji** from girl group **New Jeans** and **BLACKPINK's Jennie**. They also launched a recent **pop-up in Edinburgh**, attended by influencer **Lucy Williams**, and will be staging their next *Metiers d'Art* show in **Manchester**.



Be inspired by a fresh take on the classic Chanel aesthetic, with colourful bouclés, logo prints and casual yet elegant styling

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COLOUR



Be inspired by a subtle twist on a classic primary palette, with soft mustard, indigo and claret paired with aqua and modern monochrome neutrals