

Gabrielle Chanel

Unapologetic, headstrong, passionate, wilful, intuitive, unconventional - just a few of the words you could easily use to describe the untameable Gabrielle Chanel. She wasn't the type of woman who would settle for anything, nor would she be dictated to by the social norms of the day. She recreated the definition of femininity, and turned the idea of what was alluring, and seductive on its head. She took back her power with a flash of fire in her eyes, and opened doors across the world for all women to do the same. She chose the person she wanted to be, and she wrote her own story. She was Gabrielle Chanel, and she never needed anyone's approval.



A BOLD AND DARING INVITATION

Since the 1921 release of Chanel No5, we've had the privilege of glimpsing moments of Gabrielle's story - recollections of a great love or a friendship, or the memory of a favourite place. With the release of Gabrielle CHANEL on the 1st September 2017, we're witnessing the revelation of all the facets that made up the quintessential Gabrielle, the woman.

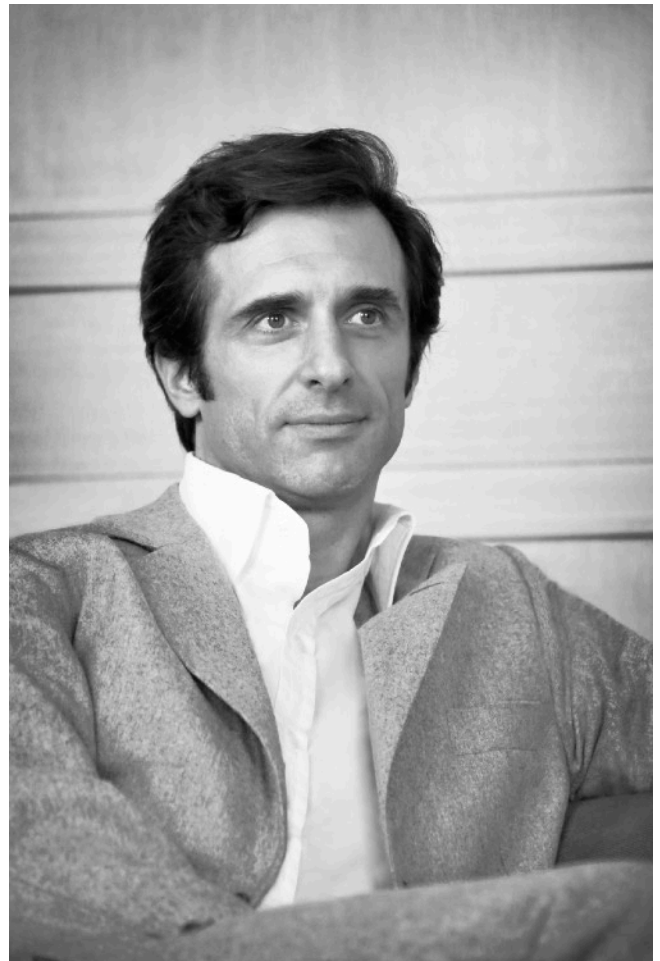
Simply put, CHANEL's first new fragrance in fifteen years is destined to become the next great classic fragrance. Though it's based upon Perfumer Olivier Polge's imagined white flower, there is nothing "sweet" about this fragrance. Instead, it is a bold, courageous and passionately feminine homage that daringly invites the woman who wears it, to be unashamedly herself. Gabrielle, in all her stages of life, from the young, ambitious girl, to the wiser, self-confident woman, is clearly evident in the fragrance that speaks to her rebellious spirit and daring nature.

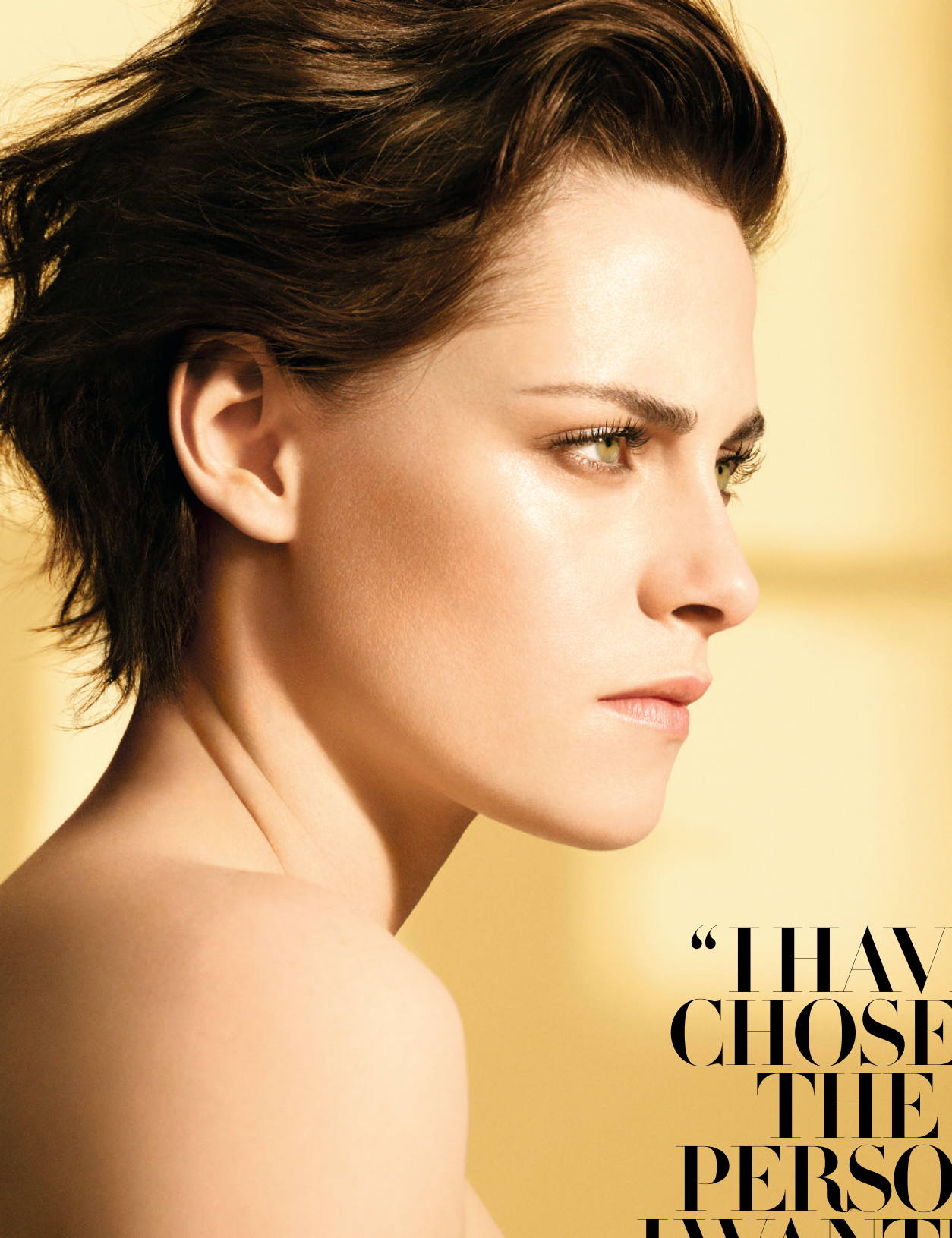
The contemporary, timeless and sophisticated, luminous floral radiates luxury as notes of intense jasmine, orange blossom, velvety ylang-ylang, and the creamiest tuberose from the gardens at Grasse, caress your skin. It was created for the woman who chooses her own path, who is confident in who she is, and knows what she's capable of achieving. It does not whisper, it elegantly roars.

LUXURY IN ITS PUREST FORM

When you lay yourself bare, you strip away all the layers, removing the mask, revealing your very essence to those around you. For the fragrance that bears Gabrielle's name - that reveals her full, rebellious, essence to us - CHANEL need to do just that. It took many years of pushing the technical envelope, to perfect the perfect bottle that would reveal the ultimate in contemporary, classic, fragrances. Designed by Sylvie Legastelois, CHANEL's Head of Packaging and Graphic Design Creation, the thin-walled bottle feels weightless in your palm. There's also no distortion as the luminous pale gold liquid radiates, becoming - rightly so - the centre of attention.

Gabrielle Chanel said, "*Luxury is what you don't see,*" and the bottle's exquisite new design speaks to her belief, revealing the purity of her namesake fragrance. The square bottle's cap, and its box are not quite silver, not quite gold, and are an elegant reminder of the House of CHANEL's Haute Couture heritage. Every aspect, every line, reflects the precision, the attention to detail found in the finest of stitches and structured, yet feminine forms of her timeless creations.





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A FIERCE FACE

When you're looking for the 'face' of Gabrielle CHANEL, it makes sense for the House of CHANEL to turn to one of their ambassadors, Kristen Stewart. Like Gabrielle herself, she is no stranger to speaking her mind, being true to herself, and not caring what others think of her, because she knows exactly who she is. Currently featured in the campaign for the GABRIELLE bag by CHANEL, she is a fiercely free spirit, and the



Gabrielle once said, *"Everything I do, I do with passion. There isn't one thing that I undertake without telling myself that my entire life depends on this one specific thing."* Some might say it was a brave step for the House of CHANEL to name their newest fragrance after their founder, but if there's one thing we've learned from Gabrielle over the years, it's that you have to put your whole self into something. You have to take risks, and you have to believe that the step you've chosen to take is the right one.

You must have confidence in yourself, and in the way you choose to live your life. With Gabrielle CHANEL, the House has reminded us that it does nothing in half measures that it continues to draw inspiration from the woman who started it all, and once again proves that it has longevity, and the ability to stay relevant and contemporary, in a fleeting world.

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