

CHANEL



## Chanel is well known for ..

- Little Black Dress
- Chanel No 5 Fragrance
- 2.55 Bag
- The Tweed Suit



# Mood Board



<https://spark.adobe.com/page/JXRso3ygxLOf8/>



S.W.O.T



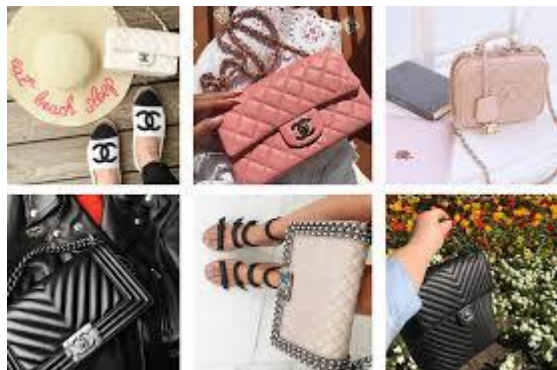
# Goal

- Push Chanel Beauty
- Invite other shopping groups/ get them started
- Enhance beauty products/ in store beauty experiences
- Majority of the Profit are from beauty and Fragrance





# Instagram



- Has a great following and presence
- Continue to work with influencers and celebrities
- Encourage postings, hashtags, and stories

