

**CHANEL**

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*Fashion fades, only style remains*

- Coco Chanel

Chanel's fashion impacted the role that women had in society; it gave women a place in the community because they were no longer viewed as pretty objects, but instead were being accepted into the working community. Chanel changed women's lives forever, with the creation of the classic Chanel suit, the little black dress and the classic 2.55 Chanel handbag. She followed no rules which embodied the modern values of freedom, passion and feminine elegance. Their mission is to maintain the legacy of the Chanel brand while successfully moving it into the future: "To be the ultimate House of Luxury, defining style and creating desire, now and forever."

Chanel is a luxury brand that specifically caters to women between the ages of 18-50. Since the items are high end the annual income required for purchase is \$100K or higher. Marital status isn't really a factor because whether the women are married or not, they could be able to afford to purchase the garments/ luxury goods themselves. These women have either earned a degree to obtain a high paying career or they come from wealthy families who are able to provide these luxury items for them. Chanel is a brand that represents power and status. Women who wear Chanel want to express to the world where they stand and how much power they hold. They also express a modern twist to more classic styles that Chanel is known for.

Chanel's top 3 competitors are Dior, Louis Vuitton and Gucci. Even though they're competitors they each display a different brand image. Chanel expresses power through its mix of both feminine and masculine elements that are portrayed in its signature tweed suit, while Dior focuses on making women appear feminine, light and dainty. Louis Vuitton and Gucci are trendier in their ready-to-wear collections. Louis Vuitton and Gucci tend to dive in on current trends that appeal to a younger market while Dior and Chanel incorporate trends on a smaller scale in order to keep their classic pieces more modern. This allows both of them to appeal to a

larger market. All of these luxury brands sell ready-to-wear in different ways but what attracts customers most are their handbags and leather goods.

The Bell Model is all about taking two stores in the same competing market and looking at their displays, store layouts and their overall design, comparing them to each other and then choosing aspects from each store that you would consider improving/ innovating. Chanel will be compared to Dior, Louis Vuitton and Gucci, all of which are located on or around 59th St and 5th Avenue. This area is known as the luxury market in NYC and it's where tourist and the upper-middle/ upper class tend to go to do their shopping.

Chanel is slick, with clean lines. The window displays feature a couple of the ensembles

**CHANEL**  
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from the SS2019 collection lounging on

top of screens presenting images from the

sky and the ocean, displaying similar

vibes from Chanel's runway show. When

you head deeper into the store you are

able to see an enormous chain a pearls that

extend upwards in the center of the staircase which is visible from all 4 floors. The boutique

offers a lot of seating throughout the entire store. The handbags and accessories are displayed in

permanent fixtures on the walls and

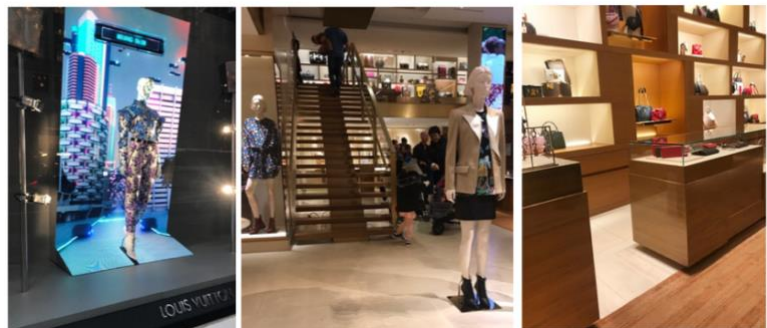
in display cases parallel to each

other.

Louis Vuitton's window displays are futuristic and exciting.

The garments are standing in front

**LOUIS VUITTON**  
1 E 57<sup>th</sup> ST, New York, NY 10022



of screens that display architectural images in bright colors. The display cases and wall cubicles are permanent fixtures in the LV store, the boutique is traditional and has a minimal/ grid layout that is consistent throughout the years, very similar to the brand.

Dior's window display is meant to create an optical illusion similar to that of a

**DIOR**

21 E 57<sup>th</sup> ST, New York, NY 10022



kaleidoscope, which mimics one of the major textiles print from its SS2019 collection. In the center it displays the newly renovated saddle bag in its new prints and colors. The handbags and accessories are displayed in permanent fixtures on the walls and in display cases

parallel to each other. Unlike the other boutiques that use wood shelving, Dior uses glass shelving and mirrors all throughout the walls to make the bags appear like their floating.

Everything appears whimsical. Like Chanel, Dior offers seating towards the back of the store and has a spiral staircase leading upstairs.

Gucci is the complete

opposite from all the boutiques, the store has a very eclectic feel to it.

The window displays are trying to portray a theatrical image with the showgirl's legs peeking through the



stage curtains displaying the shoes and the curtains behind the mannequins. The layout is arranged in a soft aisle layout. It designates areas by using oriental rugs layered over each other and the use of complimentary colors that easily draws the eyes in, very Gucci. The walls were

also designated to separate the collections, like red walls and padded tufted walls. The fixtures are not permanent and are easily moveable to different locations in the store.

All the boutiques except Gucci have similar layouts inside. Gucci has a soft aisle layout, while the other boutiques are arranged in a combination layout consisting of the grid and the minimal layout. The handbags are on permanent fixtures displayed on the walls throughout all 4 boutiques. They are also displayed on tables and display cases that are located in various locations parallel to the wall displays allowing there to be a large space in the center of the store, except for Gucci where the tables are scattered in various locations throughout.

The window display should remain similar to their current display. It should include the mannequins wearing pieces from the FW 2019/ 2020 collection and the screens should be arranged in a scattered manner, going both horizontally and stacked vertically in order to display areas of the lodge cabin and the pine trees, which were the main background focal point of the runway show. The floor of the displays should include snow as well. It should feel like the display was transformed into an incredible snow-capped mountain village. Staying true to the set, which was a *sports d'hiver* (winter sports) theme. (Salessy)

Chanel should continue using its permanent

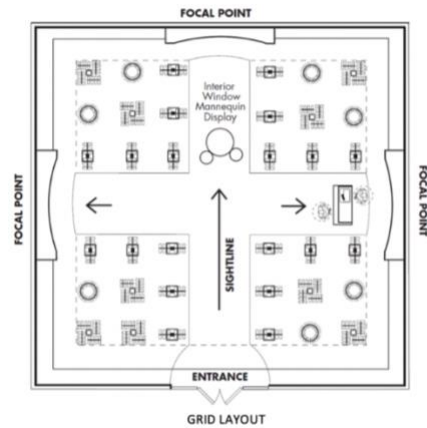


MINIMAL LAYOUT

fixtures and its combination

layout of minimal and grid layouts. The permanent fixtures are arranged in a way that embodies Chanel

as a brand with its modern, sophisticated clean esthetic. The minimal layout provides a chance to



present the collection as wearable art and with the grid layout it offers maximum price per square footage which provides the chance to show off as much of the collection as possible.

Incorporating mannequins that are used in the window display throughout the interior part of the



store like Louis Vuitton will help display the collection thoroughly and offer buyers the opportunity to visualize how the garments would look on and provide possible outfit combinations. Organizing them in a rhythm pattern offers a sense of visual movement which is a great way to bring the runway show into the boutique which provides the customer the opportunity to experience the show first hand.

To enhance the shopping experience and help customers customize outfits and visualize new and exciting combinations, we

propose that Chanel have In-store Stylists. The stylists will be able to communicate with their customers, they will be able to identify each customer's individual style and then be able to determine how willing they are to experiment with new trends. From there they will be able to create custom looks that will please their customers and provide a chance for Chanel to expand its selling mix from mostly bags, shoes and accessories to include more ready-to-wear garments.



Another way to enhance the shopping experience is to transform the store into representing the latest collection. For instance, the trends that were highlighted in Chanel's FW



2019/ 2020 collection were fedoras, hair clips and different variations of plaid. Plaid was seen all over the runway, whether it was in variations of black and white, black and beige or a combination of all 3 colors. It was also seen in a monochromatic manner. This collection was mostly black, white, beige and navy along with splashes of turquoise, purple, red and magenta. These trends should be displayed in the main entrance of the boutique on 5<sup>th</sup> Avenue with the Chanel logo created as an 8FT tall, 3D model that'll be made to be a



patchwork out of the different plaid fabrics that were featured in the collection. The Chanel logo will also have the hairclips attached to it in a decorative manner and have one of the many fedoras displayed on top of one of the iconic C's. Doing all of this creates different textures together and is a creative way to bring attention to new trends, as well as allowing some change to the usual displays.

The boutique should organize the collection by using a monochromatic color scheme. When a store is organized using this color scheme it becomes easier for the customer to shop, as well as it being more visually appealing. Chanel should utilize cross merchandising by combining the apparel with their handbags, as well as their shoes and other leather goods/ accessories. Instead of separating them by category, which they currently do, they should be combined the collection as a whole by a monochromatic color scheme. Since the entire



color collection is completely located in one designated area, the customer is more willing to branch out and purchase the entire ensemble instead of just one or two pieces.

Chanel should offer the customer “the Chanel experience”. This experience includes some atmospheric elements like aroma and taste. Customers should not only experience what the brand looks like but also what it feels like to shop in such a luxurious brand. They should be treated like valued customers and be offered snacks as well as a beverage. Chanel should offer their customers “thank you” fragrances along with their purchase to make them feel appreciated and show their gratitude for their loyalty. These small gestures go a long way and it makes the customer remember “the Chanel experience”. With these suggestions, Chanel can further enhance their brand and continue to be innovators of style.

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