

FRAGRANCE AND PERSONAL CARE

Chanel spotlights sense, emotion in latest Beyond the Jar episode

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The latest installment of Chanel's "Beyond the Jar" series explores sense and emotion. Image courtesy of Chanel

By KATIE TAMOLA

French fashion house Chanel is sharing the meticulous and sensory world of its beauty products in a new installment of its "Beyond the Jar" series.

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In the fourth video of the series, Chanel is offering viewers an in-depth exploration of the science, research and testing of its beauty products. Chanel is joining other brands in offering an intimate and behind-the-scenes look at how brands are actively catering to consumers' needs and desires.

"When brands provide visibility into product development or the people bringing the brands to life, they invite the consumers to be a part of their world on a deeper level," said Aleni Mackarey, chief operating officer at **Base Beauty Creative Agency**, New York. "This type of installment creates a level of trust with consumers who now shop with a heightened need to feel comfortable with ingredients and safe protocols.

"Chanel is known for its status and luxury," she said. "Bringing consumers behind the scenes with this type of video series creates inclusivity among the exclusive tone of the brand."

A sensory experience

Chanel launched its Beyond the Jar series in November 2019. Each installment analyzes the label's beauty products from a disparate lens, with the fourth episode focusing on how ingredients create and react to sensory experiences.

"We're looking for the right combination of botanical ingredients for efficacy and functional ingredients for sensoriality," says Vronique Kowandy, product manager on formula development at Chanel, in the short.

Other Chanel representatives examine the brand's scientific approach to producing their skincare products. The video reinforces that Chanel is considering the quality of every ingredient in its products, and what emotions the ingredients and products can evoke in consumers.

The short film cuts to various Chanel employees testing and mixing ingredients and products.

Beyond the Jar Episode 4 takes viewers into Chanel's world of sense and science

Ms. Kowandy notes that the reason why Chanel "always starts with a blank page" in its skincare development is that human beings are immensely complex and biologically unique.

Chanel conducts about 30 product trials, sometimes going so far as to do double the trials, as the brand did when creating Sublimage L'Essence. Ms. Kowandy then explains the double emulsion process of combining two distinct elements, a precious oil and a melting butter.

The double emulsion process gives the product a transformative texture, feeling rich to creamy, and helping a consumer's skin feel nourished and firm.



Chanel examines how a product's texture feels and the initial effects on a consumer's skin. Image courtesy of Chanel

Chanel experts then examine how a product's texture feels when touched, how it feels on application and the effects on the consumer's skin following application. The brand notes that it prioritizes infusing their formulas to ensure the highest level of efficacy and sensoriality.

Chanel will continue to conduct research to determine which ingredients in their products evoke the strongest emotions for a consumer's well-being. The brand is working to see which ingredients stimulate emotions in consumers, whether the product is a cream, fragrance or other.

The video elaborates on how Chanel releases questionnaires that help the brand to identify the emotions their consumers are feeling as well as examples of what might bring them feelings of joy or well-being.

The short film ends with Chanel reverberating its dedication to women all over the world, which is reflected in its constant product testing and sensorial experimentation.

Once more, with feeling

The Beyond the Jar series continues to reflect Chanel's striving to produce its best and most emotionally-evocative products.

Chanel is not the only brand showing examination of and dedication to human emotion.

Luxury leaders, including Italian fashion label Gucci and department store chain Neiman Marcus, are turning to artificial intelligence and avatars to enhance the omnichannel customer experience. Emotional intelligence, as well as data, is essential to shaping the customer experience, especially in the luxury space ([see story](#)).

Many brands continue to underestimate the importance of emotional intelligence despite the positive impact it can have on a company's bottom line, according to a report from Harvard Business Review ([see story](#)).

"We've seen and talked with many luxury beauty brands looking for a way to invite consumers into the process while maintaining the elevated feel of their brand," Ms. Mackarey said. "There's a strategic way to stay true to brand heritage, look and feel while also communicating with your audience in a new way."