

FRAGRANCE AND PERSONAL CARE

Chanel makes youthful push with sophisticated, sustainable skincare line

January 6, 2022



The new collection includes the No. 1 de Chanel Revitalizing Serum. Image credit: Chanel

By KATIE TAMOLA

French fashion house Chanel is channeling a youthful approach with the launch of No. 1, its new sustainable skincare and makeup line.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

A short vignette positions a person's skin as its first canvas for care, explaining how the new line brings out the fresh glow in every consumer. Chanel is also showing it is listening to the younger generations' environmental concerns, producing a line of products that are formulated with up to 97 percent of natural origin ingredients.

"The diversity of the models featured shows that Chanel is listening to their audience and the signs of the times," said Sheri Koetting, founder and creative director of MSLK, New York. "In addition, Chanel is an expert in harnessing the powers of natural ingredients.

"Featuring the properties of the red camellia and visually showcasing it transforming into the red of the bottle itself is a wonderful tie-in to what consumers value most."

Our first garment

The short film opens with closeups of disparate people with different skin types and tones as an unseen narrator immediately establishes a poetic tone.

"The skin is not a garment like any other, it's our first garment," the narrator says.

The color scheme of the collection's packaging is an ode to its main ingredient, red camellia.

The short film's appeal to both younger generations and any consumer looking to maintain a youthful feel is clear.

"Chanel is looking to attract younger and more diverse customers as a way for the brand to grow its market share, and the ad perfectly reflects this demographic," said Ana Andjelic, strategy executive and doctor of sociology and author of the weekly newsletter, [The Sociology of Business](#).

The main ingredient in the collection is the red camellia, grown in sustainable fields adjacent to Chanel's research facility in France. Formulas from the No. 1 collection include up to 76 percent camellia derivatives including petals,

seeds and yeasts.

The new line features No. 1 de Chanel Revitalizing Serum; No. 1 de Chanel Revitalizing Cream; No. 1 de Chanel Revitalizing Foundation; No. 1 de Chanel Lip and Cheek Balm; No. 1 de Chanel Revitalizing Serum-in-Mist and additional items.

The vignette's narrator goes on to explain the youth-promoting ingredients of and vision for the No.1 collection, claiming that "within a month, the appearance of the five signs of aging seems reduced."



The packaging is made from recyclable glass that has been reduced by up to either a half or third in weight. Image credit: Chanel

As a continued symbol of commitment to sustainability, the line's red packaging is eco-friendly and consciously designed. Each of the bottles and jars in the collection is made from recyclable glass that has been reduced by up to a half or a third in weight.

The short film celebrating the line's launch is simple and concise, presenting consumers with what they have sought after luxury products that are clean and ethical.

"The imagery and mood is clear and sophisticated," Ms. Koetting said. "While it's a simpler presentation than the avant-garde campaigns we often see from Chanel, we at MSLK believe this is intentional to reflect the purity and potency of the products themselves."

Chanel approach to beauty

Chanel has repeatedly highlighted the expressive properties of its fragrance and personal care offerings, marketing products that reflect what they believe consumers are seeking while melding its classic luxury ethos with newer priorities like clean, sustainable beauty.

In April 2021, Chanel launched a three-year sustainability partnership with Cambridge University in its latest environmental effort.

Chanel and the University of Cambridge Institute for Sustainability Leadership (CISL) aim to craft a sustainability education and leadership program for employees, aiming to implement innovative ideas and prototypes. The brand is aiming to accelerate innovation regarding its sustainability practices as CISL will assist in also crafting innovative ideas and solutions to later adapt ([see story](#)).

In July 2021, Chanel celebrated 100 years of Chanel No. 5 with a limited-edition collection.

The Factory 5 collection included 17 limited-edition beauty products inspired by everyday objects. The line illustrated the power of the Chanel No. 5 product: the ability to make an ordinary day something special ([see story](#)).

Chanel's classic aspirational feel continues to shine while fitting in contemporary consumer focuses.

"Chanel's ethos of understated simplicity and sophistication shines through in this campaign's casting of naturally beautiful models and subtle focus on skin as your polished accessory," said Aleni Mackarey, chief operating officer at [Base Beauty Creative Agency](#), New York.

"Chanel's campaign takes a proactive approach to aging gracefully," she said. "It's rare and disruptive to see young skin in anti-aging marketing inspiring new consumers to explore the product."