

LINEA PIU

BOUTIQUE

CHANEL'S BOY.FRIEND WATCH PROVES TIME IS A VALUABLE THING

Gabrielle Chanel was the first one to boldly infuse elements from the men's wardrobe into the world of female clothing and styling. Her strong belief in a woman's right to feel free and take full advantage of all aspects of her body, led her to introduce items like pants and her boxy tweed jacket to women during a period when conservative looks were preferred. The critically acclaimed Boy.Friend watch "walked down" the same path, inspiration and design-wise.

Having won top honor in Geneva at this year's GPHG awards, the Boy.Friend watch reaffirms the timeless CHANEL fashion statement that items masculine by design tend to look good on women too. Its geometric design with a rectangular case and angular lines evokes a powerful feeling, while the blackened openworked movement, the matching strap and the decorative diamonds add an elegantly sensual touch to the multi-thousand dollar worth, luxury creation.

Gender fluidity is one of the most relevant social issues of our time and it is no wonder that a visionary like Coco Chanel saw it coming decades before it finally erupted both as a political demand and as a lifestyle preference. The Boy.Friend watch is the perfect means to bridge the gap between traditional masculinity and what is commonly perceived as feminine style.



CELEBRITY STYLE



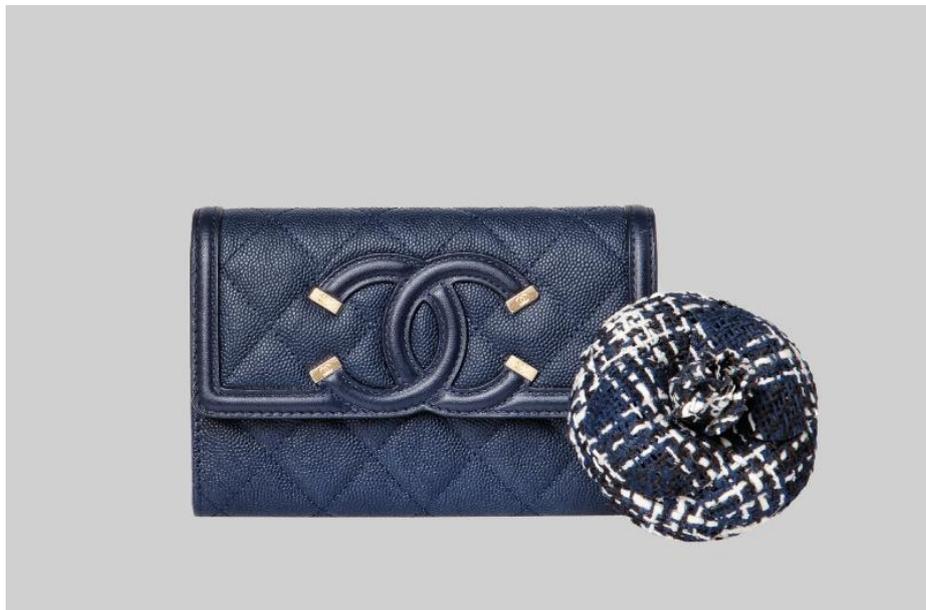
ELLIE BARBER IN CHANEL



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FORD

YOU ARE SO SPECIAL

Anything can catch your eye, but it takes something special to catch your heart.



CHANEL NAVY WALLET & NAVY TWEED CAMELLIA



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