

LINEA PIU

BOUTIQUE

MARY JANES AND A HAPPY NEW YEAR!

The 1920s was a majorly important decade for Gabrielle Chanel. During that period Coco launched her first perfume, Chanel No. 5, she introduced the iconic CHANEL suit, she invented the little black dress and she designed costumes for the Ballets Russes and Jean Cocteau's play *Orphée*. She also fell in love with the wealthy Duke of Westminster! One important little detail, though, that people tend to forget is the fact that it was around that time when she established her favorite shoes, the nautical-inspired Mary Janes.

Constantly drawing inspiration from the CHANEL founder's glorious past, Karl Lagerfeld reinvented the classic Mary Janes in a contemporary context, for the CHANEL Cruise 2018-19 Collection. Available with sneaker rubber soles, embroidered with sequins or in a plain leather version, the iconic footwear constitutes a near-replica of Gabrielle's own shoes, as they are depicted in old photos of her lounging on board her lover's yacht or just having fun in Deauville, France.

Although we have seen Mary Janes on the runway before, for CHANEL's latest Cruise Collection Karl created a whole narrative in a literal cruise sense, including a large dock, a cruise ship named La Pausa and a bunch of sailors. When it comes to CHANEL, it looks like going back and forth in time is nothing but a fashion necessity.



CELEBRITY STYLE



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KEIRA KNIGHTLEY IN CHANEL

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