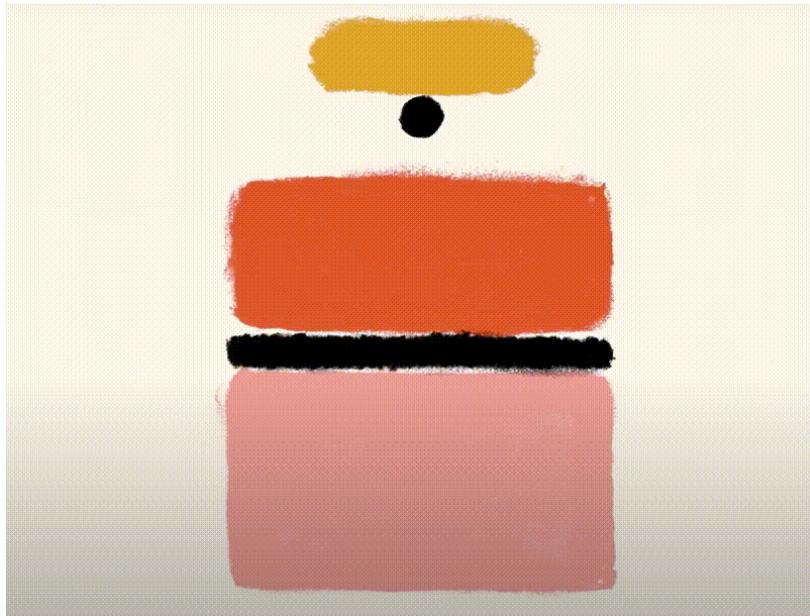


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BOUTIQUE

CHANEL N°5: A CENTURY OF OLFACTORY PERFECTION



What is it that gives a perfume the ability to stand the test of time? Is it a big budget? Is it marketing? Could it be the parameter of sheer luck? When it comes to the iconic CHANEL N°5, its 100th birthday leaves no doubt about the reason of its success. A century-old history of influence and constant evolution proves that Gabrielle Chanel's aromatic inspiration was anything but random, therefore its travel through time is justified and extremely meaningful too.

When Gabrielle Chanel first created N°5 (named after her lucky number) in collaboration with Ernest Beaux back in 1921, she did not just have a perfume in mind, but a perfume revolution. What she wanted to achieve was a singular essence that would not bear any similarities with anything else on the market at that particular moment, or any other for that matter. Inspired by the modern art movements of her time such as cubism, dadaism and surrealism, Gabrielle gave life to an avant-garde perfume that combined

jasmine, ylang ylang and rose in an abstract synthesis, resulting in a unique scent. Interestingly enough, the exact components of N°5 are not perceptible and its formula still remains a secret.

As a symbol of modernity the CHANEL N°5 bottle was designed in a minimalist fashion, based on clear lines and sharp angles, while the form of its stopper resembles the top view of Place Vendôme in Paris. The special place the perfume holds in pop culture (let us not forget it was Marilyn Monroe's favorite) is a living, ongoing proof of its longevity. Here's to an emblem uniting the generations of the past with those to come.

CELEBRITY STYLE



MARGOT ROBBIE IN CHANEL

YOU ARE SO SPECIAL

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



CHANEL LIGHT GREEN MINI BAG



CHANEL LONG GOLDEN NECKLACE



CHANEL BLACK & GOLD OVAL
SUNGLASSES



CHANEL METALLIC GOLD
TIMELESS CLASSIC FLAP BAG



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