

LINEA PIU

BOUTIQUE

MÉTIERS D'ART 2020/21: THE ATELIER EXPERIENCE



People tend to think of clothes, even the high-end designer ones, as products stemming from a massive industrial process. Well, this is not the case with a house like CHANEL, where luxury is built in its very foundations and manifests itself in every single item. The Métiers d'art shows are a proud expression of the house's intricate and artful way of treating clothes. For CHANEL, it is all about quality, complexity and authenticity.

Embroiderers, feather workers, weavers, shoemakers, silversmiths and milliners take part in a multidimensional creative operation, each one employing their specific talent and know-how. Following the vision of Virginie Viard, they all contribute to a common plan in the most delicate and artisanal way possible. For the latest Métiers d'art collection, the legendary Château de Chenonceau served as the ultimate paradigm for both the creative and the technical aspect of the designs: The decorative lions that may be found all over the castle (one of Gabrielle Chanel's favorite themes) appear on the buttons. The black and white floor tiles transmute into patterns for tweeds and bags. The window views and the garden shapes are

reinterpreted as embroideries and motifs. Inspiration lies everywhere and creativity stops nowhere.

The workshops of Lemarié, Lesage, Montex and many more houses specialized in a certain craft work tirelessly for the ideal result. From cutting and stitching to sewing and draping, every detail must be carefully thought out and perfectly executed. Come to think of it, high fashion means never settling for something less than the best.



YOU ARE SO SPECIAL

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



CHANEL PINK BOY FLAP BAG



CHANEL DARK NAVY SNEAKERS



CHANEL BLUE COIN PURSE, BLUE
ZIP WALLET AND GOLD BRACELET



CHANEL MULTICOLOR TIMELESS
CLASSIC BALLERINAS



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