

Timeless Elegance In A Bottle: Decoding Chanel No. 5's Marketing Odyssey and Lasting Impact on the Perfume Industry

Anwasha Kedia

DOI: 10.46609/IJSSER.2026.v11i02.030 URL: <https://doi.org/10.46609/IJSSER.2026.v11i02.030>

Received: 10 January 2026 / Accepted: 15 February 2026 / Published: 28 February 2026

ABSTRACT

The following paper presents a thorough analysis of the marketing journey of Chanel No. 5, tracing its glorious history from the 1920s to its current role as a benchmark of enduring elegance and appeal. As a symbol of timeless femininity and a brand that has expertly combined authenticity and adaptation, Chanel No. 5 is a model of excellence in the field of luxury branding. In order to comprehend how Chanel No. 5 has managed to retain its classic appeal while adjusting to shifting socioeconomic, cultural, and fashion trends, this thesis will examine the historical development and marketing of the perfume. The study examines Chanel's marketing efforts decade by decade, investigating branding changes, design evolution, and social influences visible in advertising. The study sheds light on Chanel's marketing approach, which is based on original narrative, emotional involvement, and the nurturing of brand loyalty. It investigates how the brand has effectively communicated product traits such as elegance and aspiration through strategic marketing. The enduring allure of Chanel No. 5 is a testament to the power of branding in an ever-changing environment, where Chanel has masterfully balanced steadfast authenticity with strategic flexibility. The century-long journey of Chanel No. 5 serves as an example of how luxury brands can adapt to shifting markets while maintaining their timeless appeal.

Keywords: Chanel No. 5, Luxury, Marketing, Iconic Fragrance, Storytelling, Timeless appeal, Advertisements, Strategic Flexibility.

INTRODUCTION

From its inception in the golden age of the 1920s to its current status as a contemporary icon, Chanel No. 5's marketing odyssey provides an unparalleled masterclass in luxury branding and the art of storytelling—a journey that this paper meticulously unravels. Since its release in the 1920s, it has remained a symbol of grandeur and modern femininity, demonstrating that consistency in product quality can coexist with inventive marketing. While the perfume's essence

remains the same, its marketing history demonstrates adaptability by flawlessly capturing the altering social, cultural, and fashion trends of each century. Through a meticulous, year-by-year dissection of Chanel's marketing efforts, this study charts a unique temporal narrative that demonstrates how the brand has not only maintained its timeless allure but also perpetually reinvented itself in an ever-changing societal and market environment.

The paper itself comprises six sections. In the first section, we look into Chanel's early years, analyzing its fundamental beliefs, basic values, and early development, setting the stage for the company's later advancements. The second section explores the complex genesis of Chanel No. 5 including a thorough analysis of its history, relevance, and distinctive market position in the history of fashion. The third section examines Chanel No. 5's early marketing tactics from the 1920-1960s. The paper endeavors to comprehend the challenges faced and the innovative methods that cemented the fragrance's iconic status. The next three sections concentrate on a thorough examination of Chanel's marketing initiatives for No.5 from the 1960s-2020. In each of these sections, we examine one or two decades and critically evaluate the changes in branding, the evolution of design, and the sociocultural influences that are visible in the advertisements. This analysis sheds light on how Chanel's advertising story has changed to match broader societal and fashion changes.

Chanel No. 5 with its abstract scent profile that diverged from the single-note natural fragrances prevalent at the time of its debut in 1921, has remained a distinctive fragrance on the market. This fragrance, which embodies contemporary femininity with its floral and aldehydic elements, has been more than just a product; it has been a symbol of elegance and aspiration. This paper examines how these product qualities were amplified and effectively disseminated through strategic marketing. Chanel's marketing strategy is based on its original storytelling, which creates emotionally engaging narratives that truly connect with consumers. The brand cultivates strong loyalty by highlighting mystique, elegance, and aspirational branding. This paper provides a complex mosaic of insights into Chanel's marketing acumen, demonstrating how it has managed to both honor its illustrious history and embrace evolving market trends, from its famous black-and-white film commercials to exploiting global celebrity appeal. The tale of Chanel No. 5 is an enduring testament to the power of branding in a continuously changing environment due to the dynamic interplay between steadfast authenticity and strategic flexibility.

SECTION 1

BACKGROUND

On January 1, 1910, the French fashion designer Gabrielle "Coco" Chanel established her first business, "Chanel Mode," in Paris's Rue de Cambon. In a male-dominated world of tailors, she

was the first woman to operate a luxurious haute couture business more than a century ago. Her life was a paradox, and it is difficult to conceive that a country girl, who spent her childhood in France's Aubazine Orphanage, would one day become a symbol of luxury and Parisian chic. Madame Chanel began her profession as a fashion designer by designing fancy hats. Shortly thereafter, Chanel began designing and manufacturing clothing. Her innovative fashion sense was the first to use items from a man's wardrobe to give women an even more feminine appearance. Gabrielle Chanel encouraged an everlasting change in women's fashion as a result of her unique vision, creative concepts, and use of black and white, embroidery, and military designs.



Gabrielle Coco Chanel.

McNeil, Peter. "Gabrielle 'coco' Chanel: Her Continuing Attraction and Complex Legacy." *The New Daily*, December 12, 2021.

<https://thenewdaily.com.au/entertainment/style/2021/12/11/gabrielle-chanel-complex-legacy/amp/>

Women's fashion was revolutionized by the Chanel No. 5 perfume, the Cardigan Jacket, the Chanel Suit and the Little Black Dress. The black dress broke the barrier of only being able to wear black and, and with its straightforward and uncomplicated design, opened up new creative possibilities for women's clothing. The Little Black Dress is a signature Chanel design that stands for simplicity, adaptability, and ageless appeal. By highlighting this item prominently, Chanel upholds its reputation for establishing long-lasting fashion trends and demonstrates its dedication to creating classic pieces that stand the test of time. Chanel uses cultural allusions to create a sense of tradition, authenticity, and grandeur. For example, the legendary Chanel suit, which had a significant impact on women's fashion, is prominently displayed in marketing campaigns, highlighting the brand's historical importance and its impact on the fashion industry. Additionally, the Eiffel Tower and Parisian architecture, which further support Chanel's brand identity and inspire a sense of luxury, are emblems of French elegance and sophistication. A

brand's logo also serves as its cultural symbol. The logo is the first thing customers see, and the message it conveys determines the brand's positioning and perception among mass consumers. In honor of its founder Gabrielle Bonheur Chanel, also known as Coco Chanel, she chose the two Cs of the name. Its logo consists of two distinct C's and signifies Chanel's products and qualities, such as somber, mysterious, and fashionable hues. The double C's two faces represent the idea that a woman should be beautiful on the inside as well as the outside. Inner goodness and sincerity, exterior elegance and intellect. This Double C logo has been around for 102 years. Chanel's emblem conveys not simply a design aesthetic but also the brand's ethos. The use of color palettes like black, red and white or sophisticated neutral tones effectively conveys the elegance, timelessness, and refinement that Coco Chanel firmly believed in. In addition, the use of opulent textures and materials in photography and video production enhances the aesthetic appeal and supports Chanel's status as a premium brand. Black was associated with the formal uniforms of missionary orphanages, and Lady Gabrielle Chanel believed that it made women "shine." ^[1]The introduction of the basic black garment in 1926 marked the abrupt emergence of black, which was formerly reserved for uniforms and times of sorrow. Ms. Chanel stated, "I imposed black, and it continued to rise because black trumps all." Black has the symbolic meaning of emphasizing the profundity of other colors. Moreover, Black distinguishes itself on white labeling. Since the company's inception, Chanel has sought inspiration in black, establishing black as the theme of its works, and these masterpieces, often popular for decades, have now become classics. Chanel's unique fashion sensibility spawned a black fashion trend that was imitated by many brands. Black-and-white simplicity is the foundation of Chanel's design concept as the stylist believes that simplicity is timeless. Therefore, Chanel's use of black and white has remained unchanged to date. ^[2]



Coco Chanel working on tailoring the little black dress on a model in 1962.

Sardone, Antonia. "Coco Chanel Works on Tailoring a Piece on a Model in 1962. Photo Credit of Daily Mail UK." University of Fashion Blog, March 15, 2021. <https://www.universityoffashion.com/blog/important-contributions-by-female-designers-throughout-history/coco-chanel-works-on-tailoring-a-piece-on-a-model-in-1962-photo-credit-of-daily-mail-uk/>



Women wearing the classic Chanel Suit.

“Chanel Look - Hosted by Google.” Google, 2008.

<https://images.google.com/hosted/life/ed88632b4cb9b39d.html>

Currently, Maison Chanel remains one of the world's most prominent luxury brands. According to a report by Fox Business, Chanel was among the top 10 global brands with the greatest digital presence in 2019. With 38.9 million Instagram followers, it is the most followed luxury brand on Instagram. In terms of global sales, the brand ranked second in 2018 with an increase of 12.5% over the previous year, reaching \$11.1 billion.^[3] The history of Chanel Number 5, the brand's most recognisable fragrance, is one of innovation, creativity, femininity, luxury, and elegance. Gabrielle Chanel commissioned Ernest Beaux, who had previously worked for the czars of Russia, to develop a "women's perfume with a woman's scent" in 1921. Chanel No. 5, a floral fragrance containing 80 aromas, was named after the fifth sample Beaux presented to Madame Chanel. With the introduction of Chanel No. 5 in 1921, the visionary Coco Chanel revolutionized the world of fragrances.

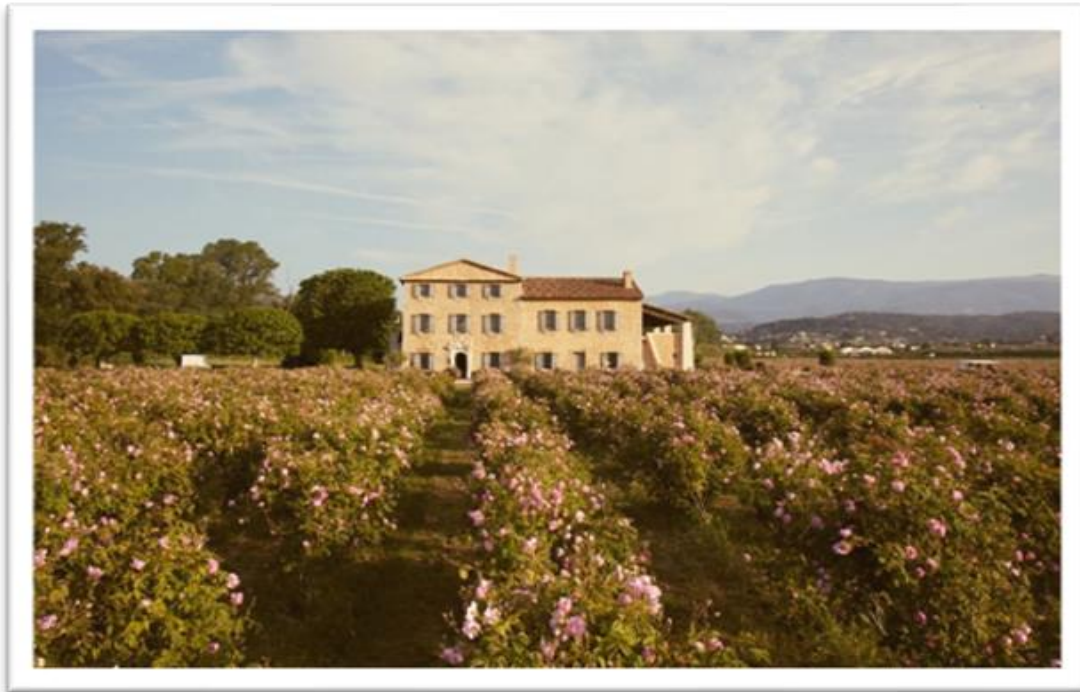
The personal background and exceptional talent of Madame Chanel, a pioneer in the field of haute couture, served as an example for many other eminent designers in the years that followed. It was selected as the subject of this case study due to its essential and emblematic significance. The fragrance, which is synonymous with luxury, elegance, tradition, and renown, is also renowned for its innovation. It was the first perfume to have aldehydes added to its formula, which enhanced its magical aroma; the design of its bottle - with minimal lines and a stopper in

the shape of Paris' Place Vendôme - was completely different from other perfume bottles of the time; and in terms of its advertising campaigns, Number 5 has always been a pioneer. Chanel No. 5 is an excellent example of a prestige product. It is incorporated into Chanel's brand extension and masstige strategy. Masstige, a combination of the words mass and prestige, refers to the practice of offering high-quality, well-respected, aesthetically pleasing, and prestigious products at relatively affordable prices. Masstige goods are closer to luxury in terms of reputation, but much closer to mainstream goods in terms of price. A bottle of Chanel No. 5 is affordable for the working class, who would not ordinarily be able to afford Chanel purses and suits. The use of narrative in the form of advertising films began in 1973 and has since become a signature of Chanel No. collection. By appealing to customers of all ages, these marketing initiatives have successfully positioned the scent as a mark of refinement, luxury, and everlasting beauty, resonating with consumers across generations.

SECTION 2

CHANEL NO.5

Chanel's "N°5" perfume holds the distinction of being the brand's inaugural fragrance, playing a significant role in generating substantial profits and establishing strong brand recognition. The perfume's history dates back to 1921 when Coco Chanel visited perfumer Ernest Beaux. Coco, known for her innovative approach to clothing, turned her attention to the realm of perfumery with the aim of fostering innovation. Initially, she requested Beaux to develop a distinctive and original fragrance that would effectively convey her individuality. Prior to the introduction of Chanel "N°5" in the market, perfumes typically sought to replicate the natural fragrances of flowers. Coco requested the creation of an "abstract scent" that did not exist. Coco found the current floral scents of violet, rose, and orange to be uninteresting. A drawback of the perfumes available at that time was the lack of novelty in flower scents, which had become uninteresting to many individuals. Another concern pertained to the rapid evaporation of the aroma. Coco's innovation addressed both issues by simultaneously creating the scent and ensuring its longevity. Beaux endeavored to develop an exclusive fragrance in response to Coco's request.^[4] He collected various rare ingredients, including Grasse jasmine, Rose de Mai, ylang-ylang, Bourbon vanilla, Haitian vetiver, and others. The scents produced were highly aromatic and required a complementary element to achieve harmony. Beaux introduced three distinct synthetic aldehydes, which diverged from the prevailing practices in the field of perfumery during that period. These aldehydes contributed to the olfactory profile by enhancing its richness, depth, and stability. Coco specifically requested Beaux to create a fragrance that embodies a subtle femininity and abstracts the essence of flowers. Beaux likened the addition of aldehydes to the perfume to the act of applying lemon to strawberries.^[5]



Twenty-hectare family-run Farm in Grasse, France.

Tse, Renée. "We Visited Chanel's Dreamy Rose Fields in Grasse." The Kit, August 5, 2022.

<https://thekit.ca/beauty/fragrance/chanel-grasse-fragrance/amp/>

The defining characteristics of the signature fragrance are attributable to the exceptional quality of jasmine flowers harvested from a very specific location - a twenty-hectare family-run farm in Grasse, France. This picturesque region, known as the perfume capital of the world, has an idyllic microclimate and fertile soil that cultivates a jasmine variety that is unquestionably unique. Although jasmine flowers are grown and purchased all over the world, those that are grown in Grasse have a special allure. Its scent is distinctly softer and lighter than other jasmine varieties, with delicately sweet, honeyed undertones that cannot be accurately imitated elsewhere. The distinctiveness of this jasmine is what makes it the trademark perfume of Chanel No. 5. The family-owned plantation run by fourth-generation flower grower Joseph Mul only provides this jasmine to Chanel. Between Chanel and Mul's farm, an exclusivity deal was negotiated in 1987. Due to a rising tendency of local farmland being transformed for residential development, the deal was a deliberate choice made to ensure Chanel's supply of the essential ingredient. The time-consuming process of making Chanel No. 5 needs careful timing and jasmine flower handling. The star-shaped white blossoms open as night falls, and they need to be carefully hand-picked at daybreak before the fragrant oil they exude starts to diminish. From August to October, the professional pickers repeat this dawn routine in order to harvest the entire

field in the mornings. To ensure maximum freshness, the gathered petals are quickly delivered to neighboring processing facilities. Around 100-150 kilograms of jasmine, or more than one million blossoms, are picked each day. Only a modest yield of absolute, the ultra-concentrated liquid necessary for the perfume's creation, is produced from this substantial amount of jasmine. In the case of this process, 330 kilograms of jasmine yields only 600 grams of pure extract. Chanel also acquired an extra 10 hectares of land in southern France in response to the existential threat facing the continued production of its renowned No. 5 fragrance. This investment guarantees the maintenance and growth of its jasmine cultivation and, consequently, the long-term viability of its perfume manufacturing.^[6] More than only its distinct aroma is responsible for Chanel No. 5's enduring appeal, which has defied changing fashions and eras. Its allure stems from its opulent past, associations with celebrities and cultural icons, and the great care Chanel has taken to preserve the ancient perfume-making technique and the high caliber of its ingredients. Even after being around for a century, Chanel No. 5 maintains its position as the most well-known perfume in the world thanks to this commitment to preservation and the scent's inherent attraction.

The term "Chanel N°5" was originally derived from yet another innovative concept. Beaux selected samples from multiple prototypes and categorized them into two groups. The first group was assigned numbers 1 to 5, while the second group was assigned numbers 20 to 24. These groups were then presented to Coco. The fragrance was named "N°5" after she picked up the bottle. The majority of fragrances preceding "N°5" were characterized by their romantic and ornamental nature.^[7] Coco Chanel, in her rejection of established conventions, opted for a minimalist name incorporating a numerical element. The introduction of "N°5" marked a significant advancement in the field of fragrance determination for perfumes, distinguishing it from previous existing fragrances. Figure 1 illustrates that Coco employs a basic square bottle design for the Chanel "N°5" fragrance. According to the records, she used a cosmetic product for men that she just so happened to have as the source of inspiration for the perfume bottle design. This case exemplifies Chanel's practice of transforming materials and styles originally designed for men into innovative creations for women. In addition to its name, the bottle's minimalist design was a revolutionary idea. During the creation process, the accumulation of innovative and unconventional approaches contributed to the development of Chanel "N°5", as previously mentioned. The recipe has remained unchanged since its inception. Chanel has gradually modified the bottle in response to evolving social and cultural dynamics. In 1924, application of an emerald cut to the bottle and cap edge was implemented to enhance their strength and density. The design of the bottle cap has undergone refinement by adjusting the thickness of the die cap, while maintaining the overall shape. Chanel's persistence can be attributed to their consistent investment in technology and product quality, which plays a crucial role in fostering enduring customer loyalty.^[8]



Figure 1. Tang, Wing Sze. "How and Where Chanel No. 5 Is Made." FASHION Magazine, May 20, 2022. <https://fashionmagazine.com/beauty-grooming/how-chanel-no-5-is-made/>

Chanel has created its brand identity, with a particular emphasis on the company's signature black-and-white packaging, which exemplifies timeless elegance. Chanel emphasizes its dedication to preserving consistency in both product quality and packaging by cultivating enduring partnerships with a small number of suppliers and maintaining strict control over every stage of production, which sets it apart from most others in the luxury fragrance market. Chanel has been able to establish itself as a classic and affluent luxury brand by sticking to simplicity, quality, and consistency. In order to guarantee pure glass, label, and product inside, Chanel's devotion to simplicity in packaging is met with strict quality control. For instance, the smooth white label on the No. 5 perfume packaging is meticulously designed to go beyond simple smoothness and whiteness. Given that the container is frequently the first interaction customers have with the brand, Chanel's packaging aims to produce a theatrical retail experience. Chanel understands the value of packaging in the luxury market and how it operates as the first point of contact with a brand. Chanel ensures that even the smallest defects are handled to retain a pristine and refined image by emphasizing quality control and aiming for perfection.^[9] Chanel

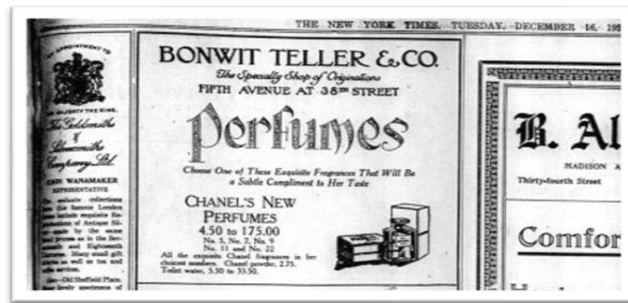
No. 5 is more than just a perfume; it is a symbol of Coco Chanel's pioneering ideas and commitment toward the fragrance industry and innovation. Its enduring legacy, distinguished by its distinctive aroma, precise craftsmanship, and classic packaging, remains as a mark of elegance and sophistication that resonates with generations around the world.

SECTION 3

1920-1960

Chanel No. 5, which was introduced to the world on May 5, 1921, has become an icon in the world of fragrances. Its distinctive aroma, unusual bottle design, and especially its groundbreaking and expertly crafted marketing and advertising campaigns are all major contributors to its extraordinary success throughout the years. Chanel successfully created a sense of exclusivity and mystery surrounding Chanel No. 5 in the early years of the scent. Coco Chanel accomplished this by organizing advertising events, one of which took place in Grasse and involved surprising her eminent visitors by dousing them in perfume. This expertly planned marketing approach generated some initial buzz and word-of-mouth advertising for the scent. Chanel promoted the use of scent spray inside her store. While perfumes were traditionally sold in bottles and customers tested them at counters, Chanel's idea to promote the use of scent sprays inside her store was novel. This made it possible for visitors to smell the fragrance directly, turning it into an immersive experience rather than merely a commodity on a shelf. One of the most opulent and well-known hotels in the world is the Ritz Hotel in Paris. With the Ritz, Coco Chanel had a long-standing bond and even resided there for a while. She got Chanel No. 5 into the hands of the rich and powerful from all over the world by having bellboys serve out samples to visitors. This unique and successful method of direct marketing made sure that the fragrance was experienced by people who could increase its popularity and status.^[10]

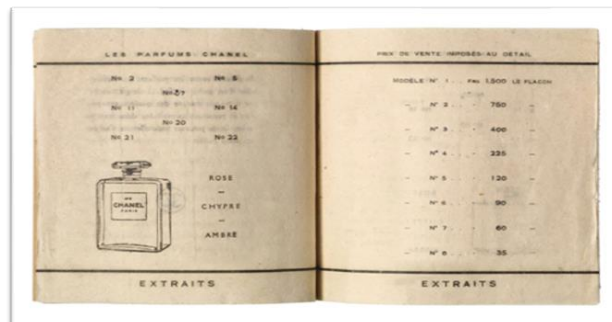
On December 16, 1924, The New York Times published the first print advertisement for the perfume, marking its release in the United States. The fragrance was purposefully positioned at posh department stores like Bonwit Teller so that it would get the attention of affluent shoppers. The perfume was able to establish a reputation for itself mostly through word-of-mouth from perfume counters at high-end department shops, despite the early advertising being somewhat modest. The first substantial marketing effort was made in 1934–1935, when Chanel No. 5 received significant attention in a single advertisement in The New York Times, echoing Chanel's own legendary reputation in the fashion industry. The famous bottle and the number "5" were prominently presented in the commercial, highlighting the essence of the perfume. The advertisement was elegant and uncomplicated. ^[11]



Chanel No.5 first advertisement in The New York Times, December 16,1921.

“Chanel N°5.” First Versions, 2017. <https://www.firstversions.com/2015/02/chanel-n5.html?m=1>

In a marketing brochure issued in 1924, "Parfums Chanel" described the vessel, which contained the fragrance: "the perfection of the product forbids dressing it in the customary artifacts. Why rely on the art of the glassmaker ...Mademoiselle is proud to present simple bottles adorned only by ...precious teardrops of perfume of incomparable quality, unique in composition, revealing the artistic personality of their creator."



Chanel No.5 in “Parfums Chanel” catalog.

“Chanel N°5.” First Versions, 2017. <https://www.firstversions.com/2015/02/chanel-n5.html?m=1>

In the early 1940s, "Parfums Chanel " went in the other direction of the industry trend, which was to promote brand exposure by increasing advertising, and instead lowered promotion. During the years 1939 and 1940, advertisements had an important role. By the year 1941, they had been drastically reduced to the point where there was almost no print advertising. It's possible that the directors of "Parfums Chanel " felt the investment was unnecessary and decided against making it. During the years of World War II, there was a significant increase in the market for fragrances. From 1940 to 1945, there was a tenfold increase in the number of perfumes sold in the United States, and Chanel No. 5 was a huge success. An original concept for a marketing strategy was conceived of and developed by the directors of "Parfums Chanel " during the wartime years. In 1934, when the pocket falcon was first offered for sale, the

company had the intention of broadening their consumer base to include customers from the middle class. The next step in the strategy was to broaden the market by selling the fragrance in military post exchanges, sometimes known as the PX. They went forward with it despite the fact that it was a hazardous move that could have harmed the exclusive positioning of the brand, but this marketing campaign proved to be successful. It did not diminish the cachet of the brand; rather, it became synonymous with a world of luxury and romance, becoming an item that a soldier wanted to bring back as a memento for his sweetheart.

The 1950s saw a convergence of European and American luxury standards. This fusion was best represented by Chanel No. 5, which has Parisian heritage and rising American reputation. In an interview in 1952, when asked what she wore to bed, Marilyn Monroe cheekily replied, "Just a few drops of No. 5." This statement was a publicity coup for Chanel. Given that it was said by one of the most famous and admired people in the world, Chanel No. 5 was immediately connected with appeal, sensuality, and star status. What made this endorsement particularly powerful was its authenticity. Monroe wasn't a paid spokesperson for the brand, and her admission seemed genuine, spontaneous, and personal. This open recommendation added a touch of reality: Chanel No. 5 was truly beloved and worn by the world's most well-known icon. Chanel No. 5 sales reportedly increased significantly as a result of Monroe's remarks. Many ladies who wished to imitate some aspect of Monroe's allure considered the fragrance to be essential thanks to her endorsement. Marilyn's connection to the scent turned it from a high-end item into a symbol of culture. ^[13]It was more than just a smell by this point; it represented femininity, luxury, and charm. There was more to the Monroe-Chanel relationship than just business. It was a reflection of greater societal changes. The 1950s saw a post-war economic boom, a rise in consumerism, and changes in attitudes toward femininity. For women's rights, the 1960s were a pivotal decade as the feminist movement gained ground. There was a strong drive for equality in many areas of life as well as questions about the conventional responsibilities of women. Being developed by a woman who herself challenged gender norms, Chanel No. 5 was perfectly suited for this time period. It stood for the refinement, independence, and elegance that the contemporary lady valued. With the help of its subtle marketing, it became a scent that empowered women rather than merely being an accessory.

SECTION 4

1960-1980

In 1974, "N"5 remained the dominant player in the global fragrance industry. Although it accounted for approximately 4% of the \$875 million fragrance market in the United States, this percentage began to gradually decline. Customers were misled into thinking that "N"5 is an outdated and subpar fragrance over a period of time due to poor management. This case

illustrates how poor distribution and image-building strategies can quickly erode a brand's value, even after it has achieved a leading position. However, "N°5" reclaimed its position as the top performer. Chanel aimed to establish exclusivity and distinctiveness by discontinuing the sale of its fragrance "N°5" in discount drug stores. Chanel was able to get past the Robinson-Patman Act by working with a law firm in Washington, D.C., which allowed them to remove the product "N°5" from the shelves of budget drugstores in the United States. Consequently, the number of retailers selling Chanel "N°5" decreased from 18,000 to 12,000. Chanel made significant efforts to prevent its products from being distributed through unauthorized channels. ^[14]

To restore the brand image of its fragrance and cosmetics businesses, Chanel spent millions of dollars on advertising in addition to closing its distribution networks. According to reports, the annual sales of the cosmetics business at that time were less than one million dollars. Chanel as a company implements new approaches and modifications to existing practices in accordance with Coco Chanel's philosophy, which is embraced by both internal and external stakeholders. Chanel's products, services, and marketing approach are reflective of this, which in turn extends to its customers. Chanel's commitment to strong coherence is considered a determining factor in its long-term competitiveness. Despite competitors releasing fragrances one after another over a short period of time in response to market trends, Chanel remained true to its policy. It did not want to confuse its customers by releasing products too frequently given that what Chanel offers its customers is not just a product but a spirit.

Advertising Film "Whispered"

"N°5, the 1973 Film with Catherine Deneuve: Whispered – Chanel Fragrance." YouTube, September 26, 2012. <https://youtu.be/TGVNGoMXE2c>



Catherine Deneuve in the advertising film "Whispered"

This "Whispered" 30-second color commercial debuted in 1973. It was directed by Helmut Newton and starred the gorgeous and alluring French actress Catherine Deneuve as she was an icon of beauty and glamor. Catherine Deneuve's visage is the sole subject of the film's primary camera shot: a close-up shot. This method enhances the viewer's connection to the character. Deneuve's focus appears to engage the audience directly, evoking a sense of familiarity and eliciting an emotional response. Setting the film against a black background adds a touch of depth, surrealism and mystery. The black background prevents distractions and focuses the viewer's attention solely on Deneuve's visage by isolating the subject within the frame. This technique has a dramatic effect, drawing the interest of the viewer and creating the illusion that the character is drifting or existing in an ethereal space. The film contrasts an initial black backdrop with a colorful background that appears near the end. This contrast accentuates Catherine Deneuve's attractiveness and draws attention to the allure of Chanel No. 5 perfume.

In the final sequences of the film, a large, gleaming bottle of Chanel No. 5 that is nearly the size of Catherine Deneuve's face becomes the focal point. This scale comparison emphasizes the perfume's significance and desirability. The film uses symbolism to communicate its narrative and emphasize the rarity, exclusivity, and mystic aura of Chanel No. 5 perfume. Catherine Deneuve plays a sensual woman who opens up about who she is and how she feels, all while highlighting Chanel No. 5's mystical appeal. The character is depicted with contrasting characteristics of strength and mystique, as well as vulnerability and fragility. This contrast lends complexity and unpredictability to the personality of the character. Catherine Deneuve's delicate beauty, extreme femininity, and iconic status are accentuated on purpose in the film to emphasize the aesthetic dimension and sensuality of luxury products.

With her hair pulled back, wearing a black long-sleeved shirt, diamond earrings, and subtle makeup, Deneuve's classic figure conveys an image of sophistication and elegance. The presentation of the film as a whole is a portrait of elegance and Parisian chic. Catherine Deneuve's portrayal of a character who is both strong and vulnerable conveys the timeless appeal of Chanel No. 5. The film's depiction of Catherine Deneuve as classic Parisian chic, with her elegant attire and subtle makeup, represents the brand's affiliation with Parisian fashion and sophistication. The use of Paris as a backdrop reinforces Chanel's French heritage and its association with enduring elegance.

At the conclusion of the film, the black background is replaced by a colorful one. This alteration not only enhances Catherine Deneuve's beauty but also highlights the allure of the Chanel No. 5 fragrance. The absence of music establishes the tone of the film, allowing Catherine Deneuve's silky and captivating voice to take center stage. This decision enhances the romantic ambience, reinforces intimacy, and heightens the viewer's sensual experience. Deneuve's narration guides the story and adds personal flavor to the telling. When she personifies the fragrance with the

phrase, "You don't have to ask for it, he knows what you want: Chanel!", the brand's association is strengthened.

Advertising Film “Mystery”

“N°5, the 1977 Film with Catherine Deneuve: Mystery – Chanel Fragrance.” YouTube, December 18, 2012. <https://youtu.be/lKtymfGe2FQ>.



Catherine Deneuve in the advertising Film “Mystery”

"Mystery," a Chanel Number 5 advertisement by Helmut Newton from 1977 starring Catherine Deneuve, is the perfect example of how to combine aesthetic appeal and narrative depth. In the primary scene, the choice to use a stark black background commands immediate attention and creates a visual vacuum that directs the audience's attention to the film's focal points. The monochromatic backdrop precisely highlights every glimmer and contour, drawing attention to Catherine Deneuve's brilliant features, the perfume bottle, and her silk clothing. Newton's decision of camera positions and shots is essential to the narrative. Close-ups are used to show Deneuve's face in all its delicate nuances, transforming her from a simple model into an ethereal piece of art. The medium shots enable viewers to fully enjoy the larger scenario, particularly Deneuve's sensual posture and her interaction with the Chanel bottle, which implies a close relationship with the fragrance. The absence of music in the advertisement is a bold and a significant choice. Deneuve's sensual and soft voice takes the place of melodies as the only audible component, bringing an undiluted closeness to the atmosphere. As her voice is layered

over the silent background, it becomes an audio magnet that pulls the listener further into Chanel Number 5's mystery.

Additionally, the promo quietly yet effectively combines feminist undertones with the product. The powerful slogan, "Chanel is one of the pleasures of being a woman," coupled with Deneuve's assured demeanor, positions Chanel not only as a luxury brand but as a symbol of women's empowerment. This is further emphasized by the implied connection to Deneuve's actual feminist activity, specifically her affiliation with the "Manifesto of the 343," which reinforces the meaning of the advertisement that Chanel Number 5 is more than simply a perfume; it is a representation of contemporary femininity. Newton's "Mystery" is more than merely a showpiece. It's a masterfully crafted symphony of images, sounds, and storytelling that perfectly encapsulates Chanel's brand while promoting the dynamic story of the independent woman.

SECTION 5

1980-2000

The 1980s was a decade characterized by excess, glamor, and a noticeable shift in societal values. Classic scents like Chanel No. 5 faced competition from strong, powerful fragrances that were in style. Chanel launched a number of well-known advertising efforts to compete in this new environment. Their continued association with Catherine Deneuve, using the same face for their brand over a long period of time generated consistency and aided in the creation of a lasting image in the eyes of consumers. Featuring Carole Bouquet in multiple advertisements due to her French heritage, embodied the elegance, sophistication, and timelessness that Chanel No. 5 sought to represent. Bouquet had a classic beauty and composure that matched Chanel No. 5's ageless and elegant reputation. In the advertisements, her serene and graceful appearance portrayed the perfume as a symbol of wealth and elegance. Further starring Estella Warren as her transition into the film industry, like Carole Bouquet's, made her a recognizable figure, contributing to the buzz surrounding the commercial campaigns. Brands frequently utilize younger faces in their campaigns to attract younger consumers or to give their products a more modern feel while retaining its classic essence. Estella Warren's young allure served this objective.

Their commercials frequently used opulent settings or plot lines to highlight the grandeur connected with the brand. As the quantity and variety of consumers increased, so did the number and variety of preferences to cater to. Some people favored lighter fragrances, while others favored the original. Chanel introduced several No. 5 concentrations to address this. As a result, there was a choice whether someone wanted lighter eau de toilette for everyday use or the potent

original perfume for special occasions. Even when the new versions of the perfumes were introduced, they were still true to the original product by only changing in strength and not scent. This strategy not only increased the customer base but also reaffirmed the brand's versatility without jeopardizing its core value

Advertising film "L'invitation Au Rêve - Le Jardin"

"N°5, the 1982 Film by Ridley Scott: L'invitation Au Rêve, Le Jardin – Chanel Fragrance." YouTube, December 18, 2012. <https://youtu.be/cZ3vwIhHodo?si=7KZ95tAHUe4p1lex>



Carole Bouquet in the advertising film "L'invitation Au Rêve - Le Jardin"

"L'invitation Au Rêve - Le Jardin" is a visually captivating advertisement directed by Ridley Scott in 1982. The 30-second film incorporates elements of romance and fantasy to create an enticing atmosphere. To produce an engaging visual experience, the film uses a variety of camera approaches. Close-ups are used to emphasize the expressions of the characters, capturing their emotions and dragging the audience into their world. Medium shots offer a broader perspective of the characters within their surroundings, allowing for a greater comprehension of their actions and interactions. Full and long shots emphasize the grandeur and majesty of the magnificent setting.

The use of visual transformations in the film is particularly notable. The transformation of the monumental garden into enormous piano keys is a striking and unexpected visual metaphor. It symbolizes the fusion of art and nature, integrating the scene with whimsy and enchantment. This transformation is intended to stimulate the viewer's imagination and produce an ethereal atmosphere. The presence of a celestial night and the moon enhances the film's romantic and captivating tone. The nighttime location also creates a sense of intimacy and isolation, highlighting the narrative's dreamlike quality. A plane's reflection on its structure has symbolic significance. The plane symbolizes travel, adventure, and ambition, whereas the skyscraper represents power, wealth, and exclusivity. This imagery evokes a world of opulence and privilege, appealing to the viewers' desires and illusions. The apartment was meticulously designed to showcase opulence and elegance. The space is adorned with antique furniture and large vases of exotic flowers, emanating refinement and luxury. The meticulous set design reinforces the association between Chanel No. 5 and sophistication, taste, and an elevated lifestyle. It creates an aesthetically pleasing background that enhances the film's overall aesthetic.

"I Don't Want to Set the World on Fire" by The Ink Spots contributes to the nostalgic and romantic ambience of the film. The song's soothing harmonies and moving lyrics evoke emotion in viewers. The music kindles a sense of longing and desire, complementing the advertisement's theme of passion and enchantment. The movie transports spectators into a world of fantasy and romance. The title, "An Invitation to Dream - The Garden," alludes to an alternate reality where fantasies thrive. The advertisement transports the audience to a domain of imagination and desire by constructing a story that transcends everyday life.

Throughout the film, the eternal and immutable qualities of Chanel Number 5 are purposely emphasized. The depiction of the characters and settings transcends specific time periods, allowing the fragrance to be associated with timeless beauty and sophistication. This signifies that Chanel No. 5 is not constrained by trends and will continue to be a symbol of elegance and allure. The depiction of the seductive women played by Carole Bouquet wearing a red Chanel suit and wearing traditional accessories embodies desire and allure. Carole Bouquet, being French, embodied the elegance, sophistication, and timelessness that Chanel No. 5 sought to represent. Her captivating presence and self-assured demeanor emanate an aura of magnetism. The interaction between the woman and the imagined handsome male stirs anticipation and passion. The final juxtaposition of the woman's visage and the Chanel No. 5 bottle is a potent visual device that encourages viewer identification. The advertisement establishes an intimate connection by aligning the viewer's gaze with that of the woman. The viewer is invited to place themselves in the woman's shoes and experience the allure and enchantment of Chanel No. 5. This sensorial experience is intended to arouse desire for the product and foster a feeling of closeness with the brand.

Advertising Film “Monuments”

“Chanel N°5 - Monuments.” YouTube, October 16, 2012. <https://youtu.be/dED18xF7Ruc>



Carole Bouquet in the advertising film “Monuments”.

The Ridley Scott-directed, 1986-released 32-second color advertisement for Chanel No. 5 starring a french actress Carole Bouquet, has numerous elements that represent the essence of the brand. The film utilizes a wide variety of camera views, including close-ups, medium shots, wide shots, and long shots. These meticulously selected compositions capture the emotions and expressions of the characters and the magnificent landscapes of Monument Valley. The cinematography is visually breathtaking, enveloping the audience in a world of splendor and opulence. The advertisement's color pallet has been meticulously selected to create a visually arresting effect. The women's Chanel suit, high heels, and classic bag stand out vividly against the backdrop of the arid landscape due to their bold and vibrant red color. The contrast between the fiery red and the desert's organic tones enhances the elegance and allure of the Chanel brand.

Symbolism is essential to communicating the brand's message. The woman's self-assured demeanor exemplifies the empowering nature of Chanel No. 5, highlighting the notion that wearing the fragrance enhances one's inner strength and allure. The arid landscape of Monument Valley represents a sense of freedom, independence, and adventure. The presence of the knowledgeable and mature man suggests an intriguing story of desire and attraction. The choice of Nina Simone's timeless classic, "My Baby Just Cares For Me," as background music lends depth and layers of meaning to the advertisement. The non materialistic perspective expressed in the song's lyrics provides an intriguing contrast to the extravagant visuals. This juxtaposition creates a captivating and thought-provoking experience by prompting viewers to consider the complexity of desire and attraction. The advertising concludes with an enthralling visual portrayal of the brand. A conspicuous image of a large bottle of Chanel No. 5 against a black

background evokes drama and sophistication. The shimmering golden tints of the bottle emphasize its allure and seductive power. The slogan, "I am Chanel No. 5," reinforces the close relationship between the fragrance and its wearer, enhancing the audience's emotional response. In conclusion, the opulent locations, chic outfits, and affluent lifestyle portrayed in the poster convey a world of exclusivity and status.

SECTION 6

1990-2000

The 1990s were a more varied decade with the emergence of several styles and subcultures. Chanel No. 5 faced difficulty in trying to win over the new, younger audience without offending its loyal customer base. High-profile Campaigns with Nicole Kidman emerged as a key face for Chanel No. 5 by the mid-to late 1990s. Her advertising, particularly that of Baz Luhrmann in the early 2000s, mixed the scent with the narration of the highest caliber, portraying it as a scent for the contemporary, independent woman but still preserving its classic appeal. Pop culture allusions and references kept the brand in the public eye. For instance, Chanel No. 5 is mentioned in the Madonna song "Vogue" from 1990, assuring the company's relevance in popular culture discourse. Chanel engaged with the current customer actively, but it did not fully change how it looked. However, their advertisements across different mediums had a slight theme change, while the product remained the same. Chanel No. 5 was able to maintain its reputation for luxury, sophistication, and elegance by upholding its key ideals in these areas.

Advertising Film “La Star”

“N°5, the 1990 Film by Ridley Scott, with Carole Bouquet: La Star – Chanel Fragrance.” YouTube, October 10, 2012. <https://youtu.be/Dv9WMs3zwCo?si=H5m9S7cWM94Gw7Lm>



Carole Bouquet in the advertising film “La Star”

The captivating 31-second color advertisement "La Star" was directed by Ridley Scott and released in 1990. Carole Bouquet plays a famous movie star in the film's intriguing plot. Every frame conveys an ambience of opulence, enticement, and extravagance against the splendid backdrop of a five-star hotel on the French Riviera. The star exemplifies a potent combination of charm, allure, strength, and irresistible magnetism. She is a woman who enjoys her independence and the luxuries of her opulent lifestyle. With a glass in hand, she basks in the sun-kissed atmosphere while eagerly anticipating the arrival of her mysterious lover, who sails in on a yacht solely to be in her company.

The film's carefully selected soundtrack, "Sea of Love," gracefully immerses the viewer in a domain of pure fantasy and romance, adding to its enchanting appeal. This tune by the American jazz group The Ink Spots emphasizes the predominance of women in the narrative. Its lyrics, notably the evocative line, "That's the day I knew you were my pet," are seamlessly interwoven with the personality of the star's lover.

This artistic juxtaposition emphasizes her imposing presence and the joy she derives from her relationships. "La star" is a visual feast, radiating with vibrant colors and meticulous attention to detail. From her dazzling red Chanel suit to her exquisite high heels and classic Chanel handbag, every aspect of her appearance emanates the flamboyance, sophistication, and timeless elegance that are synonymous with the Chanel brand. The film deftly incorporates discreet references to Chanel, such as the insole of the leading lady's high heels and her enticing earrings. The shimmering swimming pool serves as both a location and a symbolic focal point throughout the film. The pool represents a realm of enticing freshness, a haven for relaxation, vulnerability, and liberated enjoyment. It exemplifies the hedonistic lifestyle affiliated with wealth, glamor, and the exclusive celebrity world.

Notably, the initial scene includes strategically placed pine trees whose towering shapes resemble phallic figures. The film's sensuality and allure are heightened by this visual metaphor. The swimming pool undergoes a mesmerizing transformation in a visually compelling climactic scene. It transforms into a gigantic container of Chanel No. 5, representing the fragrance's inherent allure, mystique, and irresistible power. This potent visual metaphor emphasizes that Chanel No. 5 transformative power transcends the sphere of ordinary fragrances, becoming a captivating embodiment of desire and luxury.

Advertising Film "Sentiment Troublant" ("Disturbing Feeling")

"N°5, the 1993 Film with Carole Bouquet: Sentiment Troublant – Chanel Fragrance." YouTube, December 2012, <https://youtu.be/Df9awKZx-MY>



Carole Bouquet in the advertisement “Sentiment Troublant”

Directed by Bettina Rheims in 1993, “Sentiment Troublant” is a 30-second color commercial. The film, starring French actress Carole Bouquet, seeks to promote Chanel Number 5 perfume. The advertisement evokes romance and intrigue through diverse camera views, Jean Philippe Goude's fascinating original soundtrack, and a well-crafted narrative. Close-ups are used to highlight the protagonist's attractiveness, emotions, and the allure of Chanel No. 5 perfume. These shots allow the viewer to concentrate on the character's facial expressions and the intricate details of the perfume bottle, establishing a strong visual link between the woman and the fragrance. In addition, medium and long shots emphasize the opulence of the hotel suite and the protagonist's overall lavish lifestyle, highlighting the richness of the setting. The location, an elegant hotel suite, reflects the brand's association with sophistication and glamor. The extravagant furnishings and ornate details contribute to the affluent atmosphere. Transparent curtains add a layer of mystery and allure, as they partially obscure the protagonist and allude to her enticing nature.

There is a significant use of props, with the protagonist consistently clutching a bottle of Chanel No. 5 perfume. This recurring element strengthens the character's emotional connection to the fragrance, symbolizing closeness and intimate attachment. As the male enters the room, the woman is depicted applying perfume, indicating her desire to enhance her allure and magnetic power, as well as engage him. The original sound composed by Jean Philippe Goude contributes substantially to the overall tone of the film. The music enhances the feelings of romance, mystery, and delight, complementing the visuals effectively. The music creates anticipation and immediately captures the audience's attention. It evolves alongside the narrative, mirroring the protagonist's alluring and empowered nature. The use of specific musical cues during pivotal moments, such as when the woman applies perfume or invites her companion to play games, heightens the tension of the film. Overall, “Sentiment Troublant” aligns effectively with the

brand identity of Chanel Number 5 perfume through the use of various symbolic elements. It conveys a message of luxury, enticement, mystique, and emotional connection, which are defining characteristics of the brand and its signature fragrance.

Advertising Film “Le Loup” (“The Wolf”)

“N°5, the 1998 Film by Luc Besson, with Estella Warren: Le Loup – Chanel Fragrance.” YouTube, September 21, 2012. <https://youtu.be/-0XVX-AHUbq>



Estella Warren in the advertising film “Le Loup”

The 1998 release of Luc Besson’s 47-second color advertisement “Le Loup” (“The Wolf”), which stars Estella Warren, adopts a surreal tone in tribute to the classic fairy tale “Little Red Riding Hood.” She had a fresh, youthful, and classic appeal that fit the brand’s objective to appeal to both traditional and contemporary, younger audiences. The film captivates viewers through the skillful use of multiple camera shots and angles, allowing them to appreciate the nuances of each scene, the heroine’s facial expressions, and her body language. The magnificent and expansive safety deposit vault, conspicuously positioned against the iconic Eiffel Tower, contributes to the overall visual splendor. The modern retelling of Little Red Riding Hood unfolds as a young woman wearing an exquisitely designed red silk dress gracefully strolls along a path leading to the entrance of the Chanel Number 5 crypt. Her goal is to locate her treasure, a container of luxurious perfume. The anticipation builds until she discovers the desired item, which fills her with joy. She applies some perfume quietly, conceals the bottle in her basket, and deftly avoids any potential intrusion. She outwits the dangerous wolf, opens the door to a stunning snowy night, gazes upon the enchanting vision of the illuminated Eiffel Tower, and slowly makes her escape. The film is a feast for the eyes, filled with vibrant colors, dynamic action, mystery, and opulence.

Red and gold, the prevalent hues, serve as potent symbols. Red symbolizes femininity, passion, and lipstick, whereas gold conjures thoughts of precious stones and reflects the opulence of the perfume bottle. The soundtrack, which includes the haunting melodies of "Edward Scissorhands," heightens the sense of fantasy and magic, and reaches its climax when the protagonist discovers her "pot of gold" – a bottle of Chanel No. 5.

There is a stark contrast between the icy silver path leading to the vault and its interior, which emits a warm golden radiance. The young woman, who is initially portrayed as naïve and childlike, endures a magical transformation. With the application of the perfume, she appears as a confident, glamorous, and daring woman. The wolf, with its tongue protruding and creeping quietly in the darkness, expresses a mix of terror and desire, alluding to mythological creatures and sensuality. The young woman's journey through the golden tunnel to reach the perfume can be interpreted as a labyrinth, with Chanel No. 5 signifying the solution.

In addition, the fact that the perfume is stored in a crypt increases not only its monetary value but also its quasi-sacred status. Chanel taps into the audience's collective consciousness and evokes a sense of nostalgia and enchantment by utilizing this familiar narrative. The story symbolizes transformation, bravery, and self-discovery, which align with the brand's values and goals. Red and gold are the predominant colors in the film, and they have symbolic significance. Red symbolizes ardor, femininity, and allure, while gold represents opulence, prosperity, and value. These hues are closely associated with Chanel because they exemplify the brand's personality and bolster its reputation for opulence, sophistication, and exclusivity.

The film's chosen actress, Estella Warren, exemplifies the ideal Chanel woman. Her attractiveness, grace, and elegance resonate with the aesthetic and target audience of the brand. Chanel's emphasis on empowering women and encouraging self-expression aligns with Warren's portrayal of a young woman undergoing a transformational voyage. The Eiffel Tower is prominently featured as the vault's architectural backdrop in the film. The selection of this emblematic Parisian landmark not only emphasizes the brand's French roots, but also strengthens the association between Chanel and elegance, glitz, and timeless beauty. The juxtaposition of the Eiffel Tower and the vault implies that Chanel No. 5 is a prized possession, comparable to a cultural or artistic masterpiece.

SECTION 7

2000-2010

The decade of the 2000s saw a shift in how luxury brands like Chanel approached advertising. While maintaining their fundamental principles, the aesthetic became more contemporary. The early 2000s saw a spike in celebrity scents and designer perfumes. Chanel had to reinforce its

unique value proposition in order to keep its edge in an oversaturated market. Its marketing strategy grew heavily reliant on its heritage, the caliber of its ingredients, and its legendary reputation. The 2004 partnership between Chanel, actress Nicole Kidman, and filmmaker Baz Luhrmann resulted in a cinematic experience rather than a conventional advertisement. With this change, Chanel No. 5 was presented as more than just a perfume but a story, a way of life, and an emotion. Chanel No. 5 Eau Premiere was introduced to appeal to younger customers who might have regarded the original smell as excessively powerful. Eau Premiere maintained the essence of the original scent but with a softer, more contemporary touch, showcasing Chanel's adaptability. Despite the changing scene, Chanel No. 5 was consistently promoted as the pinnacle of luxury and elegance. The brand's narrative highlighted the perfume's eternal appeal in a world that is continuously changing.

Chanel completely redesigned their packaging in the year 2000 to avoid customer confusion and deliver a smooth experience. Chanel's commitment to maintaining a cohesive packaging strategy globally demonstrates the brand's meticulous attention to detail and determination to build a consistent and recognizable image across all markets. Chanel is committed to providing a consistent brand experience for its customers worldwide, as seen by its choice to undertake the work of harmonizing the look of its packaging. Prior to the implementation of this approach, the packaging of Chanel's goods that were manufactured in different areas, such as France and the United States, included minute but noticeable differences from one another. The process of unification was not easy and took a long time. Chanel's staff spent nearly four years analyzing and standardizing the look of its packaging around the world. The target audience was global in scope, thus it was important to develop a visual language that would be understood by all. Chanel assures its clients will recognise the brand wherever they see its distinctive black and white colour scheme, iconic logo, and refined aesthetics by maintaining a high standard of consistency in packaging design. This uniformity is not limited to the outward appearance of Chanel goods; rather, it permeates every aspect of one's interaction with it. A single box design may be used for the vast majority of the brand's beauty items, which streamlines logistics and stock management. Manufacturing and distribution expenses might be cut as a result of this streamlined approach. A cohesive packaging strategy inspires confidence and trust in the minds of consumers. Chanel customers can anticipate the same quality and experience regardless of where they buy.^[15]

Advertising Film "Chanel No 5"

"Chanel N°5, the Film with Nicole Kidman – Chanel Fragrance." YouTube, September 19, 2012. <https://youtu.be/0hcaaKhGL00?si=OBNDPDnjM7x-7cRY>



Nicole Kidman and Rodrigo Santoro in the advertisement "The Film"

"The Film" is a two-minute and two-second colour commercial directed by Baz Luhrmann and released in 2004. It raises the question of whether postmodernism pushes traditional advertising. Postmodernism mixes styles, genres, and historical periods. This cinematic commercial, which stars Nicole Kidman as Kidman is well-known for her elegance and sophistication, both of which are synonymous with the Chanel brand. Her representation of a well-known movie star in the advertising blends in perfectly with the glitzy setting that Chanel No.5 stands for. And Brazilian actor Rodrigo Santoro, a well-known Brazilian actor, lends an international flavour to the campaign. This broadens the appeal of the commercial to a global audience, reflecting Chanel's global reach. Santoro's portrayal of an ordinary young man who falls in love with a Hollywood star offers a fascinating contrast. His audience relatability provides complexity to the plot, making the notion of meeting a star more accessible and relatable. The advertisement uses both colour and black-and-white images, slow-motion views, and numerous camera angles to create an artful and suspenseful tale. Through its storyline and cinematic aspects, the advertisement aims to communicate the appeal, magnetism, and glamour associated with the perfume Chanel No.5. A key visual motif is the use of colour and black-and-white scenes. While the colour images depict contemporary Hollywood splendor, the black-and-white pieces honor Marilyn Monroe by emphasizing the enduring attractiveness of Chanel No.5, which she famously promoted. This contrast strengthens the link between the past and the present, eliciting nostalgia as well as refinement. Including slow-motion sequences creates a feeling of cinematic grandeur and heightens the emotional impact of the story. It helps viewers to concentrate on essential moments, such as interactions between individual and the sensory aspects of the perfume.

The plot depicts the challenges of a well-known movie star who finds it extremely difficult to deal with the demands of Hollywood. She collapses unexpectedly, flees the paparazzi, and boards the first yellow cab she sees on the streets of New York. A very gorgeous young man in the cab stares at her in astonishment, unable to believe that this diva—the most coveted lady of all time—has just happened to enter his life. They travel to his residence, a little rooftop apartment outside of Manhattan. They fall madly in love and have wonderful times together until she has to return to her beautiful, red-carpet existence. The film clearly alludes to the enchanted and alluring world of films and celebrities. The air is filled with a sense of magic and romanticism.

The Sydney Symphony Orchestra's performance of "Clair de Lune" compliments the narrative's dreamy, romantic, and sumptuous ambiance. It strengthens the emotional link between the audience and the plot, emphasizing Chanel #5's attractiveness. "Her kiss, her smile, her perfume!" emphasizes the movie star's seductive power, beauty, and appeal, as well as the Chanel No.5 fragrance. It emphasizes the notion that this scent may make anyone feel like a celebrity.

Youtube Presence

Chanel's use of YouTube since 2005 for brand entertainment, focuses on its historical approach. Chanel's "Inside Chanel" YouTube playlist emphasizes its brand history. These videos take viewers on a deep dive into Chanel's fascinating history. Historical anecdotes about Gabrielle Chanel's childhood and the lion's symbolism attract visitors and deepen their understanding of the brand. Chanel's approach allows consumers to form an emotional bond with the brand and engage with its legacy. Chanel's dedication to brand history sets it apart from Dior and Burberry. Chanel's history helps consumers comprehend its trademarks, colours, and legendary characters. The "Inside Chanel" playlist's better viewership than other playlists show Chanel's historical approach's success. This shows the audience's desire to learn more about the brand's extensive history. In addition, Chanel uses YouTube to provide exclusive footage to its channel that takes viewers behind the scenes of its many fashion shows and advertising campaigns. Aspects including director, costume design, casting, fragrance, and locations are all covered in these videos, which provide a peek into the process of creating Chanel's advertisements. Chanel also shows backstage footage of their fashion shows, including models, interviews, and the setting. This behind-the-scenes approach gives Chanel authenticity and intimacy, letting viewers see Chanel's world unfiltered. Dior and Burberry's YouTube feeds don't emphasize their brands' histories, leaving viewers unaware of their origins and portrayals. Chanel's YouTube strategy is commendable. Chanel uses a narrative to engage its audience and explain its legacy. Chanel's historical narratives show its dedication to maintaining its past and connecting with customers. Chanel's products gain meaning and brand loyalty from this historical approach. Chanel conveys

its identity and ideals to viewers by infusing its videos with Chanel themes. Chanel honours its dedication to upholding its past by emphasizing the brand's historical elements. Chanel's iconic status is strengthened by this strategy, and it shows how the brand history and narrative can captivate an audience, and Chanel's effective execution of this strategy shows the brand's ability to connect with consumers on a deeper level.^[16]

Advertising Film “Train de Nuit”(“night train”)

“Chanel N°5, the Film with Nicole Kidman – Chanel Fragrance.” YouTube, September 19, 2012. <https://youtu.be/0hcaaKhGL00?si=OBNDPDnjM7x-7cRY>



Audrey Tautou and Travis Davenport in the advertisement “Train de Nuit”

The 2009 Advertising Film “Train de Nuit” engaging atmosphere is created by elegant and visually appealing elements. It featured Audrey Tautou and Travis Davenport. Tautou's French heritage and charm made her an obvious choice to reflect the spirit of Chanel No. 5. The colour palette consists primarily of warm and opulent hues, emphasizing the allure of the characters and the elegance of the Orient Express. The cabin's gold and wooden elements convey a sense of luxury and timelessness. In addition, the golden hue of the bottle of Chanel No. 5 emphasized in numerous scenarios stands out. Diverse camera views are used to draw attention to specific details in an effective manner. Close-ups emphasize the attractiveness of the characters and the perfume container to emphasize their significance to the plot. Medium and wide views highlight the splendour of the Orient Express and the journey's magnificent landscapes. During daytime sequences on the train, the film features a combination of natural lighting and softer, more intimate lighting in the wooden cabin. The Chanel No. 5 bottle's projected shadow on the cabin walls adds a hint of mystery and symbolism. Chanel No. 5 functions as the film's central

symbol, representing luxury, allure, and passion. Its golden hue and prominence in multiple sequences emphasize its significance in the narrative. The legendary Orient Express train represents a bygone era of opulence and adventure. It represents a period when only the wealthy and intrepid could afford such a luxurious and exotic journey. This lends an element of exclusivity and uniqueness to the story, in keeping with the theme of Chanel No. 5 being timeless and eternal. The film effectively creates a mood of fantasy and romance, which is heightened by Billie Holiday's rendition of "I am a fool to want you." The haunting melody and emotional lyrics enhance the characters' emotions of desire and love. The plot revolves around a beautiful and refined young woman who departs on a luxurious train journey from Paris to Istanbul. As the birthplace of Chanel, Paris symbolizes the brand's association with haute fashion and elegance. The film's depiction of the characters beginning their voyage in Paris highlights the brand's French heritage and association with enduring elegance and style. The characters' journey from Paris to Istanbul lends a sense of adventure and exclusivity to the story, in keeping with Chanel No. 5's themes of uniqueness and luxury. The juxtaposition of these two cities strengthens the brand's global appeal and its ability to captivate audiences from various cultural backgrounds. A chance encounter with a handsome young man results in an immediate and intense attraction, exemplified by their exchanged glimpses and expressions of desire. Through the characters' anxious nights and preoccupation with one another's thoughts, the film depicts their intense yearning and ardent passion. Sensuality and desire are evoked by the scenes inside the wooden and gold cabin where the lady applies Chanel No. 5 perfume. When the woman leaves Istanbul and supposedly loses track of the man, the plot reaches its climax and conclusion. Nonetheless, fate reunites them when she returns to the station to board her train home, resulting in a happy ending. The film features "The Orient Express," which harkens back to a time when travel was difficult and reserved for the affluent and daring. This context reinforces the notions of uniqueness, luxury, and timeless elegance associated with Chanel No. 5. In conclusion, "Night Train" is a visually captivating and symbolically dense colour advertisement film that conveys the allure and timeless elegance of Chanel Number 5 in an effective manner. The film tells a masterful tale of desire, romance, and opulence aboard the legendary Orient Express through its use of visual elements, symbolism, music, and historical context.

SECTION 8

2010-2020

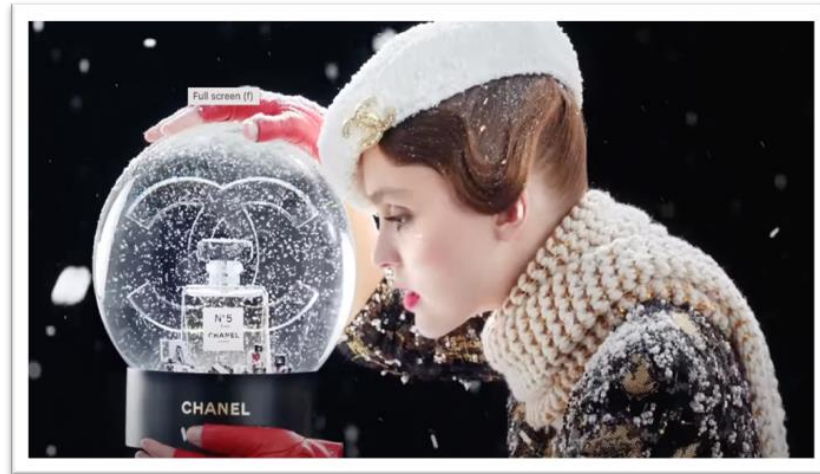
The 2010's was characterized as the beginning of the digital era and the world of perfumery saw an increase in celebrity-endorsed scents as well as the beginnings of niche perfumery. Historically, female celebrities have endorsed scents aimed towards women as the renowned individual is meant to represent the ideal customer for the product. Brad Pitt serving as the face of Chanel No. 5 in 2012 was an innovative move by Chanel. This choice was groundbreaking.

Both favourable and negative media coverage and industry chatter were significantly raised by the campaign. Many saw it as a departure from traditional scent promotion, and it sparked discussions about gender roles in advertising. Chanel No. 5 is gender-neutral and global, so the message was clear. A product's heritage and history, particularly one as iconic as Chanel No. 5, are crucial to its branding. Chanel revisited significant events and individuals from its history throughout the decade of 2010. They released commercial campaigns and videos that compared current endorsers to famous people like Marilyn Monroe to highlight the fragrance's enduring appeal. These commercials deeply connected with devoted longtime customers and informed more recent customers about the extensive history of the scent. Younger demographics in particular tend to favour fresher, lighter scents in the 2010's market. Chanel introduced Chanel No. 5 L'Eau in 2016 to address this trend. The goal of this was to create a more contemporary, youthful rendition of the original. It received praise for keeping the classic DNA of the original while being creatively distinct. L'Eau was effective in appealing to younger customers without alienating the followers of the original. Due in large part to consumer knowledge and demand, the 2010s witnessed an increased emphasis on sustainable and ethical production practices. Chanel invested in sustainable jasmine and May rose farming in Grasse, France, for Chanel No. 5. They made sure that these important elements were supplied ethically. This action not only helped the environment, but it also strengthened Chanel's reputation as an ethical luxury brand. The company also emphasized traceable ingredient sourcing and took initiatives to lessen its environmental footprint in packaging and production. Customers started to prefer brands that shared their beliefs, and Chanel's dedication demonstrated just that. Chanel improved its online visibility, focusing on virtual consultations and streamlining its e-commerce infrastructure to give customers personalized experiences from the convenience of their homes. By overcoming the sensory gap present in online perfume shopping, consumers were able to comprehend and acquire Chanel No. 5 through virtual scent consultations, webinars, and live chats. Chanel's proactive approach guaranteed that they stayed connected with their clients, sustaining brand loyalty and sales momentum despite the difficulties caused by the pandemic. Chanel No. 5 turned 100 years old in 2021. To mark this significant occasion, Chanel organized a number of unique events, limited-edition items, and promotions to pay tribute to the legendary scent's heritage. Fans all across the world were given immersive experiences by Chanel, including pop-up events and art installations. Even as it made adjustments to fit the decade's quirks, Chanel No. 5 continued to hold its status as a timeless classic throughout the decade. The brand's positioning highlighted the idea that genuine luxury endures, despite passing trends

Advertising Film “L'eau”

“Shake up the Holiday Spirit with N°5. the Film Featuring Lily-Rose Depp – Chanel Fragrance.”
YouTube, December 12, 2019.

<https://www.youtube.com/watch?v=GV4wxbx46gQ&list=PLFAFB93B94B6FF6AE&index=35>



Lily-Rose Depp in the advertising Film “L'eau”

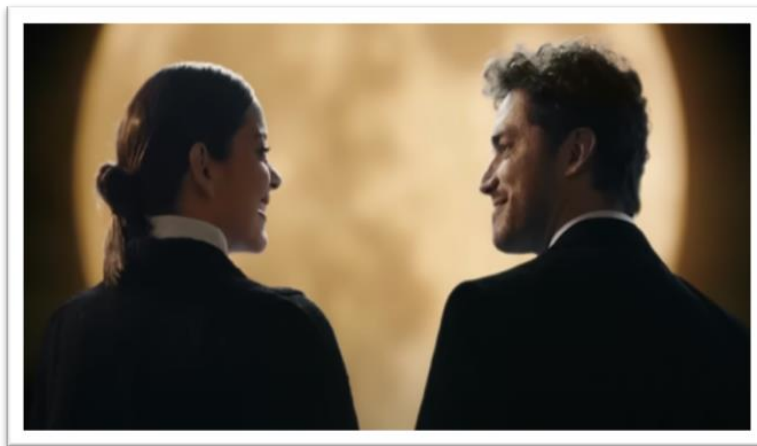
The 30-second colour advertisement short released in 2019 as part of Chanel No. 5's Christmas campaign is both visually appealing and emotionally resonant. The advertising, directed by the legendary Jean-Paul Goude and starring the stunning Lily-Rose Depp, uses a range of camera shots and a precise mise-en-scene to portray a sense of beauty, youthfulness, and fantasy.

The film's visual composition is exquisite and sophisticated. It takes place against a strong black backdrop that emphasizes the contrast with a spotless white floor and makes for an eye-catching background. This dramatic contrast emphasizes the ad's focal points: the Chanel sign in the background and the big Chanel No. 5 bottle in the foreground. The black and white colour combination evokes the Chanel brand's feeling of timeless luxury and traditional elegance. Lily-Rose Depp's portrayal of a teen is a wonderful blend of young energy and genuine feeling. Lily-Rose Depp is an actress and model who comes from a famous family. Her father is Hollywood legend Johnny Depp, and her mother is famed French actress and singer Vanessa Paradis. Her celebrity and notoriety would draw attention to the campaign and stimulate interest in it. Depp exemplifies the youth and freshness that Chanel No. 5 wished to communicate in this commercial. She would resonate with a younger market as a teenager at the time, making the perfume more approachable to a new generation of potential consumers. Her character is shown to be joyful, full of life, curious, eager, and romantically inclined. The spectator is asked to intimately engage with her emotions, body language, and reactions through close-up, medium, full, and long camera angles, strengthening the viewer's affinity for her character. The plot is captivating and comprehensible, evoking sentiments of nostalgia and magic connected with the holiday season. The snow globe, a symbol of holiday reminiscence and celebration, becomes the

narrative's center point. It represents the enchantment of Chanel No. 5, a beloved and timeless fragrance. The discovery of the perfume inside the snow globe is a delightful and unexpected event, symbolizing the thrill of receiving a treasured gift during the Christmas season. When the girl discovers the Chanel No. 5 bottle within the snow globe, she exclaims, "It's my lucky number," adding an extra layer of sentimental attachment to the product. This phrase emphasizes not only the fragrance's attraction but also the notion that Chanel No. 5 is a unique and fortunate choice for the Christmas season. The unusual sound effect, which makes the teenager's voice sound slightly robotic at times, gives a sense of whimsy and amusement to the story. The use of funk music infuses the piece with an infectious sense of pleasure and celebration, making it more appealing to a younger audience while keeping a celebratory tone. The advertisement conveys a sense of sheer fantasy and unfettered delight. It encapsulates Christmas as a time of joy, gift-giving, and emotional connection. The ad enhances the emotional bonds between the audience and the scent by associating Chanel No. 5 with these thoughts. It conveys that this legendary fragrance is more than just a product, but also a symbol of love and luxury.

Advertising Film “No. 5 The Film”

“Chanel N°5, the Film with Marion Cotillard - Chanel Fragrance.” YouTube, October 29, 2020. <https://www.youtube.com/watch?v=qeMqcApmS7g&list=PLFAFB93B94B6FF6AE&index=32>



Marion Cotillard and dancer Jérémie Bélingard in the advertising film “No. 5 The Film”

The visually magnificent and emotionally stirring one-minute colour advertisement for Chanel No. 5 that debuted on November 1, 2020, to mark the 99th anniversary of the fragrance was directed by Johan Renck and featured the renowned French Oscar-winning actress Marion Cotillard and dancer Jérémie Bélingard. This campaign pays homage to Mademoiselle Chanel,

the history of Chanel No. 5, and the spirit of French culture through a rich visual language, subtle symbolism, and an embracing plot.

The visual composition of the film is mesmerizing. It brilliantly emphasizes the characters' characteristics, emotions, dress, activities, and lovely surroundings using a blend of close-up, medium, full, and long camera shots. The use of these different shots gives depth and richness to the narrative, encouraging the audience to get totally immersed in the unfolding story.

The plot centers around a gorgeous couple who are madly in love. Set against the famed "City of Light," Paris, the video depicts an enchanting woman walking across the city and eventually meeting her boyfriend beneath the moon's magnificent brightness. As they explore a bizarre realm that defies gravity, their encounters are filled with dancing, playful seduction, and moments of joy. Their journey from the city streets to the hilltop is eloquently captured in the film, emphasizing their strong emotional connection and affection for one another.

The film's mood is defined by romanticism, fantasy, and a sense of timelessness. It pays homage to Chanel No. 5's eternal attraction, commemorating its rich history and place in the hearts of the French people. The casting of Marion Cotillard, a classic French actress, adds to the film's authenticity and personifies French elegance. The moon-like landscape and the ancient Pont Louis-Philippe in Paris serve as potent symbols in the film. The moon, which is frequently connected with lovers, adds to the concepts of love and romance, while the Pont Louis-Philippe has historical significance as a symbol of resilience and restoration, mirroring the French spirit. It was originally built in 1834 by King Louis Philippe, "the King of the French" - is a symbol of resistance to the French people due to the fact that since its inauguration, it got burnt, was restored, later demolished, and finally rebuilt, after the French Revolution of 1848. The song "Team" was chosen to emphasize the film's action, beauty, fantasy, and luxury. The film's intriguing undertone is the changing of gender roles in contemporary society. The lines "we are on each other's team" emphasize the couple's intimacy, devotion, and companionship, emphasizing the changing nature of modern relationships. Marion Cotillard's representation of current French beauty is enhanced by her iconic golden gown and traditional Chanel black cap-toe slingback high heel shoes. The dress, reminiscent of Gabrielle Chanel's creations, represents femininity, sensuality, beauty, glamour, and luxury, all while evoking the colour palette of Chanel No. 5. The contrasting clothes of the couple in the closing scene, with the guy in a tuxedo and the woman in a male's suit reminiscent of Louis XIV's era, underlines the modern woman's ability to express herself and her femininity through clothing choices. It skillfully pays respect to the brand's legacy while capturing the essence of Chanel No. 5's ageless charm through its careful craftsmanship and complex symbolism. The presence of Marion Cotillard, the fascinating tale, and the rich visual language all contribute to it being a wonderful piece of commercial art.

CHANEL N°5 Behind The Scenes: Marion Cotillard's Connection with the Fragrance — CHANEL Fragrance

“Chanel N°5 behind the Scenes: Marion Cotillard’s Connection with the Fragrance - Chanel Fragrance.” YouTube, November 4, 2020. <https://www.youtube.com/watch?v=v5j40Ep-c0E&list=PLFAFB93B94B6FF6AE&index=31>



The dress being made for the advertisement

"CHANEL N°5 Behind the Scenes" is a stunning look at the complex world of scent marketing. This campaign stars the internationally recognised French actress Marion Cotillard and offers viewers a rare peek into the intricate process of creating a Chanel fragrance advertisement. Aside from the advertisement, the video explores Marion Cotillard's profound, emotional connection to the renowned Chanel No. 5 perfume.

"CHANEL N°5 Behind The Scenes" takes visitors behind the scenes, exposing the complexities of a Chanel fragrance campaign's inception. It reveals the rigorous process of choosing fascinating filming locations and highlights the creativity of the dedicated crew responsible for bringing Chanel's creative vision to life. This interactive experience emphasizes Chanel's advertising efforts' degree of attention and skills. Marion Cotillard's deep bond with Chanel No. 5 is central to the video.

The video begins by immersing viewers in a world that embodies the Chanel brand's hallmarks of luxury and grace. Each frame is a beautifully constructed work of art, with a deliberate use of lighting and cinematography to create the sophisticated mood that Chanel is known for. These images highlight Chanel's continuous commitment to aesthetic excellence.

Viewers have access to Cotillard's inner thoughts, feelings, and fragrance experiences through honest interviews and personal encounters. The video dives into the reasoning behind Cotillard's appointment as Chanel No. 5 ambassador, revealing the tremendous connection she has with the brand's principles and aesthetics. Cotillard's personal touch lends authenticity to the advertising, making it more accessible and resonant. The video emphasizes the collective effort required to develop a Chanel fragrance advertisement. Interviews with key members of the production crew provide fascinating insights into the laborious creative process. This collaborative approach exemplifies Chanel's advertising efforts' devotion, attention to detail, and sheer artistry. Chanel's recognisable brand identity takes center stage throughout the video. The instantly recognisable double C logo, the magnificent Chanel No. 5 fragrance bottles, and classic fashion pieces serve as regular reminders of Chanel's legendary legacy and continuing appeal. These components emphasize the brand's devotion to elegance and sophistication, revealing that Chanel is more than a label; it is a timeless history. The video not only highlights Marion Cotillard's strong connection with the renowned Chanel No. 5, but it also provides a glimpse behind the scenes of the collaborative genius. It is an elegant ode to luxury, artistry, and Chanel No. 5's indomitable spirit, capturing the essence of this renowned scent and the brand that has characterized it for almost a century.

CHANEL N°5 Behind The Scenes: Marion Cotillard and the House of CHANEL — CHANEL Fragrance

“Chanel N°5 behind the Scenes: Marion Cotillard and the House of Chanel - Chanel Fragrance.” YouTube, November 4, 2020.

<https://www.youtube.com/watch?v=rpKxqXKYEIo&list=PLFAFB93B94B6FF6AE&index=30>



Behind the scenes of the advertisement “No. 5 The Film”

Behind the Scenes of 'CHANEL N°5, the Film with Marion Cotillard takes viewers on an immersive trip through the making of a cinematic masterpiece that honors the renowned Chanel No. 5 scent. This rare video takes viewers on an astonishing behind-the-scenes tour, revealing the exquisite artistry, passion, and creative vision that went into the making of the captivating film starring Marion Cotillard, the internationally recognised French actress. The video unfolds as a meticulously guided study of the extensive creative process behind a cinematic fragrance commercial. It provides an intimate look at the enthralling choreography required to bring the spirit of Chanel No. 5 to life on the big screen. Viewers are exposed to the remarkable effort and competence that distinguish a Chanel production, from the selection of compelling locales that breathe life into the narrative to the perfect orchestration of each frame. The incredible transformation of Marion Cotillard into the quintessential embodiment of the Chanel woman is central to this captivating behind-the-scenes documentary. The video reveals the artistry, talent, and sheer determination that propel Cotillard into her part. It methodically unravels the intricate parts of her fashion, the subtleties of her acting, and the building of a persona that effortlessly coincides with Chanel No. 5. The video delves deeply into the art of emotionally resonant storytelling, which is interwoven throughout the video. It reveals the strategies and inspirations that fuel the evocation of emotions, from the first spark of creative insight through the final, emotionally packed sequences. Viewers learn how the art of storytelling is used to build an authentic and meaningful relationship between the fragrance and its fascinated audience. The examination of visual artistry and symbolic language used in the film is a recurring and aesthetically fascinating theme that pervades the video. Iconic symbols like the Chanel No. 5 bottle, the enigmatic moonlight, and timeless fashion pieces are meticulously studied. These symbols serve as a rich and sophisticated tapestry of visual language that enriches the narrative, making it not only visually appealing but also intellectually and emotionally engaging. Chanel's ageless legacy takes the stage throughout the video. The distinctive double C emblem, the magnificent Chanel No. 5 bottle, and traditional fashion aspects that have marked Chanel for years are all featured. These icons serve as powerful reminders of Chanel's continuous devotion to elegance, sophistication, and unrivaled creativity. They represent not only a brand, but also a legacy that has shaped the world of fashion and scent. The video attests to Chanel No. 5's eternal charm and capacity to captivate hearts via the power of cinematic storytelling .

Physical Marketing

Chanel carefully controls mass media outlets, targeting fashion publications, luxury hotels, and private clubs. Chanel's advertising cycle emphasizes targeted and planned ads rather than broad coverage like Louis Vuitton's. This intentional connection between product and advertising channels maximizes efficiency and accelerates audience reach. Chanel separates its customers by needs and buying behaviors into medium-lower, middle-upper, and upper classes owing to their

strong consumption ability. Segmentation groups people with similar demands and buying habits. The next phase is targeting. Chanel uses its vast resources to tailor products and services to each market niche. Finally, positioning differentiates Chanel's products within each segment and convinces consumers of their worth compared to other brands. Upper-class women may receive private customisation or limited-edition items, while middle-class people may receive makeup and skincare. However, regular Chanel clothes target the medium-upper class. Chanel's distribution strategy is very important. To reflect the brand's nobility, its boutiques are mostly in luxurious shop fields and famous regions. Chanel boutiques are exclusively found in International Trade outlets in Beijing, whereas smaller cities are left out. New York, Tokyo, Paris, and Dubai airports have Chanel boutiques. Cosmetics stores are found in minor shopping malls across cities. Sales channels reflect product positioning for distinct consumer groups. Chanel stresses the necessity of displaying the brand's logo and symbol and connecting with customers emotionally. That is, they failed to connect with consumers emotionally and are losing the message they sought to convey. It is essential for Chanel to educate consumers about their brand to make them feel more "real and true" and sustain "loyal consumers." Chanel uses stories to show its symbol and connect with people. Thus, enhancing brand authenticity and connecting with consumers' emotions.

To ensure that the same message is conveyed to customers, all advertisements are produced in English. However, the only modification to the developed campaign that is permitted on a local level is the translation of the commercial; everything else must be identical worldwide. With only subtitles and the original lyrics, certain countries are difficult. Chanel is advertising through online magazines and financial websites in terms of online marketing. Chanel must dominate the entire page, including the top, bottom, and side banners; everything on the page must be Chanel. In addition, editorials are not used for commercials; however, bloggers are occasionally used as 'free' PR in exchange for product testing from the distributor or subsidiary. The Chanel website is simple to navigate and seek products by category. Included are the entire product line as well as current advertisements. As the homepage's introduction, visitors are presented with interactive images of the current campaign. Chanel's social media and online presence include Facebook, Twitter, and Pinterest. Since November 17, 2009, the brand has had a fan page on Facebook's social media network, with nearly 98 million likes and 156,500 individuals between the ages of 18 and 24 discussing Chanel on social media. Since the birth of Gabrielle Chanel, Chanel has compiled a timeline highlighting significant moments in the Chanel legacy. All of these components of Chanel No. 5's marketing strategy attest to its extraordinary capacity to change with the times while staying true to its core values of timeless beauty.

CONCLUSION

In the history of luxury branding, the story of Chanel No. 5 is an example of constant product integrity paired with dynamic marketing evolution. Since the 1920s, when Chanel No. 5 was first created, its essence has stood as a symbol of refinement and desire. Its perfume, which conjures up the grandeur of a bygone period, endures as a symbol of modern femininity, highlighting the fact that the fundamental ingredient has not been changed. But its continued popularity and iconic stature in today's market cannot be credited to its inherent attributes alone; rather, they must be seen through the prism of Chanel's marketing expertise. As detailed in this study, the kaleidoscope through which Chanel No. 5 has been presented to the world has been constantly changing, despite the fact that its essential qualities have remained constant. The production of emotionally compelling storylines, the use of black-and-white film advertisements, and celebrity endorsements are all examples of Chanel's skill at identifying the zeitgeist of each age and strategically integrating the brand with it. The history of Chanel No. 5 serves as a powerful reminder of how important adaptation is in the world of premium branding. While its core hasn't changed, its marketing has changed, exhibiting a skillful fusion of tradition and modernity. The history of Chanel No. 5 is a steadfast tribute to the strength of strategic branding in an era where companies rise and fall with the cyclical nature of consumer preferences. The constantly changing branding tactics used by Chanel reflect the shifting zeitgeist of each decade, syncing up with new social mores, fashion trends, and consumer preferences. Each marketing choice has been a stroke of genius, reaffirming and recreating the brand's past in modern circumstances, from the austere black-and-white film advertising of its early days to exploiting the star power of worldwide legends. It offers as evidence of the significance of respecting a brand's history while still being open to the altering trends of the market. Even if the products themselves do not change, the narratives that surround and present them must adapt to changing consumer preferences, societal norms, and cultural settings.

All of these components of Chanel No. 5's marketing strategy attest to its extraordinary capacity to change with the times while staying true to its core values of timeless beauty. The history of Chanel No. 5 is a case study in how flexibility and authenticity may coexist, demonstrating that it takes genuine brand longevity to ride the waves of change without losing sight of one's core values.

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