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Written Task 2

Question #2: If the text had been written in a different time or place or language or for a different audience, how and why might it differ?

I. First Paragraph: Intro

- Hook
- Brief History
- Present subject
- Thesis: From teenagers to seniors, Chanel No. 5 has proven to be one of the best kept secrets this company has, however, we can't say the same for the media that comes behind it. The different advertisements for this perfume are an example of how these can be interpreted differently by an audience of a different time.

II. Second Paragraph: 1920's

- Chanel's first ads
- Lack of color
- Audience did not know what they were selling
- Slogan had nothing to do with product

III. Third Paragraph: 1940's

- Color was implemented
- What were they selling?
- Text can barely be read

IV. Fourth Paragraph: 1960's

- Best ad (most timeless)
- What are they selling?

- Slogan has nothing to do with the product

V. Fifth Paragraph: 1980's

- Worst ad (boring pose and clothes)
- Perfume bottle is more visible
- No slogan
- Guest star appearance

VI. Sixth Paragraph: 2000's

- Too much color and technology
- Perfume bottle looks more attractive
- No slogan
- Model clothing looks weird
- Very colorful

VII. Seventh Paragraph: 2015's

- Same as 1980's but model is shirtless
- Product is represented
- Chanel is losing its "timeless" claim

VIII. Eighth Paragraph: Conclusion

- Chanel lost its timeless sparkle
- Karl Lagerfeld can do it

Advertisements by Chanel



1920's



1940's



1960's



2000's



2015's

The Timeless Flame: Chanel

In 1909, visionary twenty six year old, Coco Chanel founded the top revolutionary brand that redefined fashion, as people knew it back then, Chanel. Today, a hundred years later, Chanel is still one of the leading high fashion brands in the industry. As Coco Chanel once said, "I don't do fashion, I am fashion." Chanel claims to be this flawless façade and that the advertisements produced by them remain timeless forever. Most of their designs, materials, perfumes, and clothing have remained the same since the company was first founded, but if we take a look back on how their advertisements have been changing over time you can see that there has been a large change in them. Let's face it, the most famous product that Chanel sells is its one and only, Chanel No. 5 perfume. The formula itself and its unique feminine scent can be identified from miles away. From teenagers to seniors, Chanel No. 5 has proven to be one of the best kept secrets this company has, however, we can't say the same for the media that comes behind it. The different advertisements for this perfume are an example of how these can be interpreted differently by an audience of a different time.

In the 1920's Chanel began becoming more active in the marketing world. Their ad's shocked audiences at the time because of the astonishing lack of color. "Women think of all colors except the absence of color. I have said that black has it all. White too. Their beauty is absolute. It's the perfect harmony," stated Coco after their first colorless advertisement came out. If someone from our present day were to see this ad they would have a totally different perspective. The slogan on the ad isn't intriguing and doesn't make you want to buy the product. Looking at this ad as a person from 2015, it doesn't sell its product. You can barely see the model or even worse, the product. Chanel's

most famous ads are colorless, but in this case it takes the ad to a whole other level. Back then, Chanel's ads seemed fashion forward, but looking at this specific one today, it doesn't even look like a true advertisement.

Twenty years later, Chanel's photo spreads became more colorful, but only slightly; red was implemented to the color palette. Taking a glimpse of this ad seventy-five years later, the picture seems timeless and chic. The red lipstick stands out and the contrast with the grey gives it a more color-oriented approach. The ad seems vintage, but back then it must have been rather modern. The shading of the picture looks professional. The bottom part of the ad is the only part that should be changed. It's very word heavy and overwhelms the reader, therefore becoming difficult to read. Another problem is that the audience doesn't know what they are selling. Pictures of lipsticks, boxes, and perfume bottles confuse the viewer on what the company is trying to sell. But overall, this commercial's picture does seem timeless.

In the 1960's Chanel had already reached its peak, its sales were increasing. Finally, Chanel modernized and began using photographs. The picture seen in this ad gives the viewer a whole different perspective. Its approach is very unique; the picture of the girl on the phone became very popular since phones were only being released. Today, the ads vintage edge and photograph give it more power and makes feminine viewers, their audience, share a unique "blast to the past." The only problem seen in this commercial is that viewer has no idea what the ad is trying to transmit or sell and although some people might call this ad unique, others might portray it as cheap.

Years after such a memorable 1960's photograph, Chanel began calling guest stars to be in its ads. Famous model, Carole Bouquet was featured in the brand's 1980's campaign. The French model's appearance was one of the most forgettable ones, probably one of Chanel's worst ones so far. Although color was used and the viewer clearly knew what they were selling, the ad looks old. The

model's pose and clothes aren't new. Today, we are used to models with exotic poses and if a person from 2015 were to see this ad in a magazine, they would just flip the page. Back then, it was a big deal because of the guest stars, but today this ad just seems like a cheap perfume ad, which is not the image Chanel wants to sell.

In the year 2000, the brand's ads became much more modern. The color, the five in the background, and all of the digital editing prove to be Chanel's biggest growth leap in just twenty-year time span. Although the ad is more modern, it includes way too much color and the clothes that the model is wearing look like a cheap plastic bag. This doesn't follow the company's objective, it just looks like the brand got excited using technology and decided to incorporate it all in one picture.

The 2015 ad is very unique since it proves how much the world has changed. Taking an analytical perspective of the picture, it's clear that this ad is very similar to the one from the 1980's, except that the model is blond, thinner and topless in order to please society's expectations of the "perfect model". Unlike most of Chanel's past advertisements this one actually states what the company is selling. But, this ad will never be a "classic" like the previous ones. Now, Chanel just embraces the typical ads that every other company does and not the unique ones that never get old.

Chanel's ads have gone from these timeless, ever-lasting photographs, to the ones every other famous brand has. They've gotten rusty, lost its so-called eternal flame; they'd rather stay in their comfort zone than try new, more innovative approaches. Eventually, Chanel will pick up its pace, but the challenge arises from the recovering of the time lost.

Word Count: 1000

