Chanel taking next cruise show to Monaco

By Godfrey Deeny  -  8 February 2022

Chanel will stage its next cruise show in Monaco, in the latest expression of the brand's long-standing relationship with the Cote d'Azur.

The Paris fashion house revealed Tuesday that its 2022/23 Cruise collection will be unveiled in a live fashion show to be held on Thursday May 5, 2022 in the principality.

“A destination dear to Gabrielle Chanel, who had her villa La Pausa built in 1929 on the heights of Roquebrune-Cap-Martin, a few kilometers from Monaco. The mythical Principality was also one of the favorite places of Karl Lagerfeld, who made La Vigie his summer residence from the end of the 1980s to the beginning of the 2000s,” the house said in a release.

As Karl’s villa La Vigie is perched on the last eastern promontory of Monaco, it allows visitors to spot La Pausa – perched on a nearby hillside overhanging the Mediterranean - through binoculars.
Chanel last showed in Monaco back in 2006, when it unveiled its Métiers d'art 2006/07 collection at the Opéra de Monte-Carlo. The house did not provide the exact location of its next show in May.

"By choosing to present the Cruise 2022/23 fashion show in Monaco, Virginie Viard is sealing and extending Chanel’s ties with the Principality. This relationship is embodied in particular by Charlotte Casiraghi, ambassador and spokesperson for the House since 2021, President and founder of the Monaco Philosophical Meetings and godmother of the Jumping International de Monte-Carlo," Chanel added in a release.

The house’s last cruise show was staged in the Carrières de Lumières, a soaring former quarry in historic Les Baux-de-Provence in May 2021.

Though quite a few fashion houses create cruise shows, Chanel has always had a special link with the collection, ever since the end of the 1910s when Gabrielle Chanel began offering her customers light and comfortable models designed for different sunny destinations.