Chanel will stage its Métiers d’art show in Florence, with a live catwalk display in the capital of the Renaissance on Tuesday, June 7, 2022, the house announced Tuesday.

The event will mark the first time that the house’s current creative director Virginie Viard has unveiled a Métiers d’art collection outside of France since taking over the reins of the house in February 2019. Chanel did not reveal the exact location of the show.

Historically, Chanel already presented this Métiers d’art collection in December, but the choice of a repeat in June marks a significant break with the past. Métiers d’art is a unique concept created in Chanel under her predecessor Karl Lagerfeld and contains a distinct blend of luxury ready-to-wear with elements of couture.

This Métiers d’art 2021/22 collection was unveiled for the first time last December at 19M, the new Parisian building designed by Chanel and custom built to house the multiple fashion couture métiers and crafts, which the house has grouped over the past two decades into a holding company called Paraffection.

“Artistic craftsmanship is rooted in the history of Florence, whose cultural heritage and ancestral know-how continue to this day. Almost seven years after the 2015/16 Métiers d’art show organized in the legendary Cinecittà studios in Rome, this new show also reaffirms Chanel’s close ties with Italy,” the house said in a release.

“This relationship initiated by Gabrielle Chanel continues in particular thanks to the Italian manufactures which the House has acquired: integrated into the circle of fashion crafts, shoemakers, leatherworkers, tanneries or even yarn manufacturers who bring their expertise to the service of creation,” the Paris-based house noted.

Last August, Chanel acquired a majority stake in Paima, a high-end knitwear business located near Ancona. Paima became the fifth Italian business to enter into the fold of Chanel in the past two years.
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Last year in particular, Chanel invested in the footwear manufacturer Ballin, and the tannery Conceria Gaiera Giovanni (which specializes in the transformation and treatment of kid, lamb, and calf skins). Chanel’s Paraffection also took control of the Piedmont-based fancy yarn manufacturer Vimar 1991. While back in July 2019, the group took a majority stake in the Samanta tannery, a specialist in printed and embossed leathers.

“A true tribute to the know-how of the Métiers d'art, this fashion show will once again testify to Chanel's attachment to the influence of this exceptional artisanal heritage throughout the world,” the legendary luxury fashion brand concluded.

By Godfrey Deeny