Chanel presents its next Métiers d'Art collection in Dakar

By Dominique Muret  -  24 June 2022

Chanel is taking its shows on the road again and is heading to Africa. The luxury house will hold its next Métiers d'Art fashion show 2022/23 on December 6 in the Senegalese capital. Since the 2018/19 collection, unveiled in New York in December 2018, the French luxury house had not presented its collections dedicated to honoring its workshops outside of France, with the exception of a few repeated shows, such as the one just held in Florence.
After the last Métiers d'Art show, designed by Karl Lagerfeld in 2018, Virginie Viard had chosen Paris and the Grand Palais the following year as the show's location. Due to the pandemic, the maison presented its subsequent collection by means of a film shot at Chenonceau Castle in Touraine, and in December 2021 the show was held at 19M, the group's new center of excellence which brings together its luxury artisans at the outskirts of the French capital.

Chanel has previously presented its Métiers d'Art collections in Tokyo, New York, Shanghai and Edinburgh, among other places. Now, it is once again embarking on a journey, this time to the African continent.

"By choosing Dakar, the company intends to make the savoir-faire of its artisans resonate with the artistic and cultural energy of the city," according to a press release. The choice of Senegal also allows the label to gain a foothold in Africa, which is considered an exciting emerging market for luxury goods.

As always, Chanel is paying tribute its feather specialists, glove makers, embroiderers, boot makers, pleaters and hat makers with this fashion show. Since 1985, the luxury house has made it its mission to preserve these skills and trades that are essential to haute couture, and in 2002 brought together all these workshops and small businesses in its subsidiary Paraffection.

As the brand pointed out, this collection celebrates "the virtuosity of craftsmanship" and is a testament to Chanel's pioneering commitment and "attachment to the influence of this extraordinary artisanal heritage throughout the world."

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