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Brad Pitt for Chanel no. 5

The changing roles within luxury brands' marketing messages and imagery have for the last year been interesting to such an extent that brands have incorporated unlikely faces and representations – Gary Oldman for Prada, James Franco in “everything he’s done” and Louis Vuitton’s Muhammad Ali and Michael Phelps. Not the banked on guise of a luxury brand surely.

And the Karl Lagerfeld’s baby Chanel’s insurrection of a masculine paragon representing the most iconic opulent brand associated with the decoction of femininity is no different. Therefore featuring – the Brad Pitt. Older than what we remember him to be in “Thelma and Louise” and softer than what we recall from “Fight Club”, the super star oozes some of his “Tree of Life” quintessence for the brand. Amy Fine Collins from Vanity Fair said the choice to cast Pitt as spokesperson showed the French fashion house is “subtly circling back to its gender-twisting origins”. An amazing mangle in traditional

understandings of desire, rendition of identity and sex appeal.

The black-and-white video, directed by “Atonement” filmmaker Joe Wright, is part of the brand’s heritage of doing things a little differently but still with elegance and splendour thanks to Dame Coco. Brad Pitt’s words feel ethereal and most certainly representative of how the world is feeling right now, eager to save their souls not just accumulate more material goodies: “It’s not a journey. Every journey ends, but we go on. The world turns, and we turn with it. Plans disappear, dreams take over. But wherever I go, there you are, my luck, my fate, my fortune. Chanel No.5, inevitable.”

Inevitable to shed the waste of material goods and find essence is what Chanel would like the world to think about by for the first time in its history having a male representation, although the brand still tightens its grip on retail and sales to the potential masses the substance of looking for some meaning deeper than the obvious is exactly the job of the aspiring, luxury brands that ordinaries, fans and super fans listen to so intently. Forget aspire, inspire might be more apposite.

By: [Daniel Scheffler](#)



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