



News Release

For Immediate Release
October 17, 2021

For More Information
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Presentation of the Métiers d'art 2021/22 Collection

The annual Chanel collection that pays tribute to the small specialist workshops that the brand began purchasing in 1984 will be seen for the first time in unusual but iconic places. The Métiers d'art began to acknowledge and preserve the artistry and craftsmanship of the brand Chanel.

The fashion show will display the new collection at the recently founded 19M building located at the 19th arrondissement of the capital on December 7th. Choosing to hold the show at Le19M was a meticulous choice, as it was selected with the intent of paying homage to the many specialized artisans such as the embroiderers, feather workers, boot makers, pleaters, hat makers and other glove makers, who work daily to sublimate the house's creations.

"le19M — 19 for the Parisian arrondissement that welcomes it... and one of Chanel's emblematic numbers, M for the words *mains, mode, métiers, maisons and manufactures* [hands, fashion, craftsmanship, houses and factories]. A link between Paris, the historic capital of creation, and an area of booming development, le19M embodies the excellence of the Métiers d'art and CHANEL's pioneering commitment to the preservation and development of historical fashion savoir-faire," outlines the French house in a press release.

The works of Chanel have been instilled in the fashion industry for decades. The luxury French brand creates pieces of art to be displayed for the public. This showing will illustrate a Ready-to-wear collection that gives tribute to the workers now and before.

The brand released a statement saying, "the Métiers d'art collection is a testimony to Chanel's pioneering commitment to preserving this innovative heritage of craftsmanship, which helps French fashion and luxury shine throughout the world."

The Fashion House of Chanel was founded in 1910 and focuses on luxury ready-to-wear women's clothes, goods, and accessories. Founded by Gabrielle "Coco" Chanel, the brand has
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been instilled in the fashion industry. Famously known for the iconic perfumes and tweed suits, Chanel continues to make timeless works of art.

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