\*\*0710-04 Ning Chang\*\*

\*\*Interviewer:\*\* 01:56

Yes, let’s just chat casually. We’re not aiming for something overly formal. Okay, so we’ll divide this into two parts. One part will be about perfume, and the other will be about bags. Let’s start with perfume.

Since you just saw the perfume section of the exhibition downstairs, the Chanel designer once said...

\*\*Interviewer:\*\* 02:55

She said every woman should have her own favorite perfume, a scent that is uniquely hers, so that when others smell it, they immediately recognize it's her. In your opinion, what is the greatest power or use of scent?

\*\*Ning Chang:\*\* 03:31

I think the most amazing thing is that it can instantly change your mood. For instance, when I was young, there was an osmanthus tree in front of our house. Whenever I felt tired from studying, just passing by and smelling the osmanthus made me feel great. I would pick a handful and keep smelling it. So, I believe the power of fragrance is significant; it can transport people to various imaginative places.

Also, when I missed my mother as a child, I would hold her clothes when she was at work. The scent of her clothes gave me a sense of comfort.

\*\*Interviewer:\*\* 04:12

That’s wonderful. Let’s go back to the exhibition and the product itself. She mentioned that perfume is a form of invisible luxury. Unlike clothing, which can be visibly glamorous, or jewelry, which is shiny, perfume is a luxury that isn’t seen. How do you use perfume in your life, and how do you understand this statement?

\*\*Ning Chang:\*\* 04:40

When I visited the exhibition, I was very moved. The perfume bottles were all very avant-garde, with simple yet powerful designs. She also said that perfume is an extension of clothing. To me, it's impressive that she had such advanced ideas back then, which are still relevant today. In my life, for example, I might choose a woody scent when I dress more androgynously or a floral-fruity scent when I dress more ladylike. I treat perfume as an invisible accessory that complements my outfits and extends my mood. This is very important to me.

\*\*Interviewer:\*\* 05:30

That’s great.

You mentioned smelling osmanthus when tired at school or holding your mother's clothes when you missed her. Are there any other scent-related stories you can share with us?

\*\*Ning Chang:\*\* 05:49

There are quite a few. One interesting story is that I used to commemorate people I liked with their scent. For instance, my first boyfriend’s cologne remained in my cabinet even after we broke up. Another memorable encounter was meeting Chanel perfumer Olivia last month. During our chat, I was curious about how perfumers create scents. Just like actors, who have scripts and use imagination to build characters, Olivia explained her creative process. This made me appreciate not just the scent but also its creation, making the experience very romantic.

\*\*Interviewer:\*\* 06:58

Everyone knows that women should wear perfume when going out or for important events, pairing different scents with different outfits, like you mentioned. Why do you think perfume is an essential element for a woman to showcase her charm?

\*\*Ning Chang:\*\* 07:24

I believe it’s a form of self-expression. The process of finding the right scent involves understanding oneself. Once I know who I am, I look for a scent that represents me. My personality has many facets—serious, playful—just like clothing that can be neutral or floral. Finding my scent is a journey of self-discovery, followed by expression and continued courage. That’s why it’s important.

\*\*Interviewer:\*\* 08:07

You are very articulate and insightful. This part is great with your stories and Chanel's thoughts on perfume. Let’s read a quote to the camera, starting with "Chanel once said." Try reading it first.

\*\*Ning Chang:\*\* 08:46

"Chanel once said, 'A woman should wear her favorite perfume, a scent that is uniquely hers. When my coat is left somewhere, people will know it is mine.'"

\*\*Interviewer:\*\* 08:57

I’ll adjust your line of sight. Just look at the screen.

\*\*Ning Chang:\*\* 09:00

Move back a bit, please. Reading it is fine.

\*\*Interviewer:\*\* 09:09

Let’s read it a few times to get familiar, then look over here.

\*\*Ning Chang:\*\* 09:12

Okay, one moment. "Chanel once said, 'A woman should wear her favorite perfume, a scent that is uniquely hers. When my coat is left somewhere, people will know it is mine.'"

\*\*Interviewer:\*\* 09:26

Let's read it again while looking over here.

\*\*Ning Chang:\*\* 09:32

"Chanel once said, 'A woman should wear her favorite perfume, a scent that is uniquely hers. When my coat is left somewhere, people will know it is mine.'"

\*\*Interviewer:\*\* 09:41

Okay, let's try again.

\*\*Ning Chang:\*\* 09:50

"Chanel once said, 'A woman should wear her favorite perfume, a scent that is uniquely hers. When my coat is left somewhere, people will know it is mine.'"

\*\*Interviewer:\*\* 10:03

One more time.

\*\*Ning Chang:\*\* 10:05

"Chanel once said, 'A woman should wear her favorite perfume, a scent that is uniquely hers. When my coat is left somewhere, people will know it is mine.'"

\*\*Interviewer:\*\* 10:19

Great, that’s enough for perfume. Let's talk about bags. She once said she got tired of carrying bags in her hand and often lost them, so she added straps to carry them on her shoulder. Have you experienced this? Do you prefer handbags or shoulder bags?

\*\*Ning Chang:\*\* 10:45

I prefer shoulder bags too. In her time, it was about liberating women. Why have these bags? Why seek freedom? Details like pockets on clothes were because she was a working woman and needed practical solutions. As a workaholic myself, I need a practical bag for work items, so it’s very convenient.

\*\*Interviewer:\*\* 11:19

Let's talk about the impact of this specific bag. Before its invention, there were no such options, but it freed women’s hands and provided more lifestyle possibilities. Can you elaborate on this?

\*\*Ning Chang:\*\* 11:43

That bag liberated women's hands in that era, offering more possibilities for professional and everyday life. It was convenient for carrying a lipstick or other essentials. The material's comfort when reaching inside and the sense of self-satisfaction it brings are unique aspects of the bag.

\*\*Interviewer:\*\* 12:17

Let's cue the keywords, like 2.55. Yes, cue the bag.

\*\*Ning Chang:\*\* 12:29

It's the 2.55.

\*\*Interviewer:\*\* 12:30

Okay, let's include that keyword and elaborate.

\*\*Ning Chang:\*\* 12:41

The 2.55 bag liberated women’s hands, providing more possibilities in life and work, and self-satisfaction.

\*\*Interviewer:\*\* 12:58

You mentioned freeing hands and making movement easier. Why is this important to you?

\*\*Ning Chang:\*\* 13:17

I love exploring, whether traveling or in life. Being able to move freely lets you see more, think more, and inspires self-discovery and professional work. It offers endless possibilities for women, which is always important.

\*\*Interviewer:\*\* 13:40

Can you share a story about your first Chanel bag?

\*\*Ning Chang:\*\* 13:47

My first was also a 2.55. Chanel was every woman’s childhood dream, including mine. Early in my career, I went to Paris for a show and visited Chanel’s apartment. I wondered when I could afford a Chanel bag. After earning enough, I bought my first one and gave it to my mother. It remains in her wardrobe, and she loves it. Over the years, I bought several 2.55 bags for her. The original is now with me, symbolizing a childhood dream and self-pursuit. That bag is very important to me.

\*\*Interviewer:\*\* 14:44

I’m touched that you bought it for your mom.

\*\*Ning Chang:\*\* 14:46

Now my mom has one, my sister has one, and I have one.

\*\*Interviewer:\*\* 14:50

Let’s read this quote, starting with "Chanel once said."

\*\*Ning Chang:\*\* 15:06

"Chanel once said, 'I got tired of carrying bags in my hand and often lost them, so I added straps to carry them on my shoulder.'"

\*\*Interviewer:\*\* 15:18

Let’s raise it a bit.

\*\*Ning Chang:\*\* 15:20

"Chanel once said, 'I got tired of carrying bags in my hand and often lost them, so I added straps to carry them on my shoulder.'"

\*\*Interviewer:\*\* 15:36

Can you memorize it? I’ll place it here.

\*\*Ning Chang:\*\* 15:38

"Chanel once said, 'I got tired of carrying bags in my hand and often lost them, so I added straps to carry them on my shoulder.'"

\*\*Interviewer:\*\* 15:51

One more time.

\*\*Ning Chang:\*\* 15:54

"Chanel once said, 'I got tired of carrying bags in my hand and often lost them, so I added straps to carry them on my shoulder.'

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\*\*Interviewer:\*\* 16:10

Okay. Finally, everyone needs to say "Fashion manifesto" to the camera.

\*\*Ning Chang:\*\* 16:18

Say it again.

\*\*Interviewer:\*\* 16:22

Manifesto. It means your declaration of fashion. You can use different speeds or emotions, even if it feels like practicing.

\*\*Ning Chang:\*\* 16:39

Fashion manifesto, fashion manifesto, fashion manifesto, fashion manifesto, fashion manifesto.

\*\*Interviewer:\*\* 16:57

Great, thank you.

Let me confirm. They heard you say you bought your first Chanel bag for your mom. Why is Chanel important to you, and why give the first bag to your mom?

\*\*Ning Chang:\*\* 17:38

My mom is a very independent woman. She raised my sister and me alone, and went to study for a master’s degree in her 50s, eventually becoming a professor. Teaching at the university fulfilled her unfinished education while raising us. She’s always energetic, serious about self-discovery, and a great role model.

For me, my mom and Gabrielle Chanel share qualities of bravery, independence, and strength, making them very charming. That’s why I gave my first 2.55 bag to my mom.

\*\*Interviewer:\*\* 18:28

Let’s connect your mom and Chanel’s bag.

\*\*Ning Chang:\*\* 18:37

I feel my mom and Gabrielle Chanel’s bag both emphasize liberating women and pursuing dreams. This connection is strong, so I wanted to give the bag to my mom as a gift.

\*\*Interviewer:\*\* 18:51

Okay, that’s it. Thank you.

\*\*END\*\*