

# CODES & SYMBOLS

bestiaire (lion, cheval)

chiffre N°5

fil & stars

croix - religion

noir + rouge + beige

camelia + dorée

matelassé

tweed

perles

chaînes

(bleu  
rouge)



long term  
reue  
créativité  
business No



① mode + sac

② maquillage + parfums

③ joiellerie / montre

## IUNES

① petite robe noire + sac

② flecone rossetto

③ \* horloge veste b/w

haute couture = française (still today)

HISTOIRE - GABRIELLE CHANEL  
femme  
liberté  
artisans/artists

• abandon (low social class)  
Saurin 19 AOUT 1883

CHIFFRE  
SYMBOL

N°19  
parfum  
vert

lion

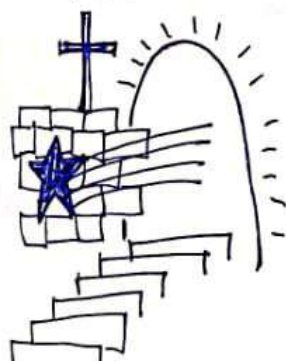


Aubervilliers 19M  
artisans de Chanel

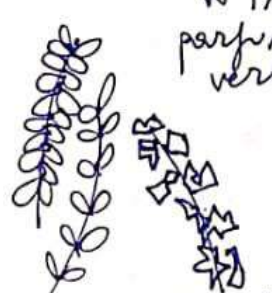
univers, étoiles



• Aubazine



comètes

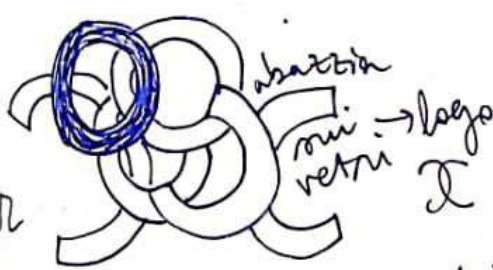


BLE  
DORÉE

• abondance



force et délicatesse  
sand + feu

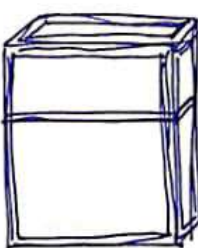
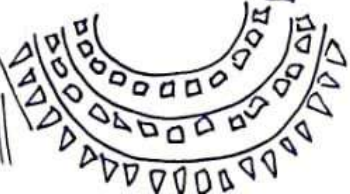
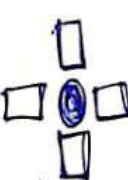


hazzia  
oui → logo  
vetri

soeur

↳ nero + bianco

bijoux dei  
PRETI



ligner  
"packaging"  
per mettere  
in rilievo



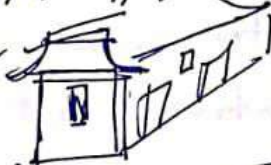


rouge a lèvres

N°1

• liberte 1908 → 1915

Royallieu

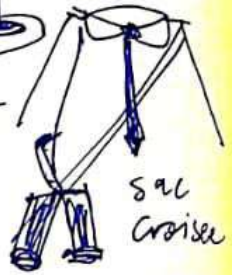


chienne  
balzan ♥

masculin/feminine  
liberer le corps  
(après Poirer!)



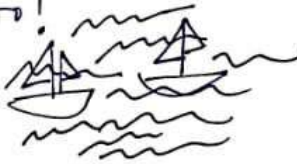
wink



• 1910: Chanel modes (Paris) → cappelli

• Deauville: MOVIMENTO!

• Biarritz 1915



beige

jersey

gli uomini sono  
partiti per la  
guerra, jersey  
alle donne!



chicotele  
royale

• Paris: pantaloni, sigarette, capelli corti, compra un appart. x la

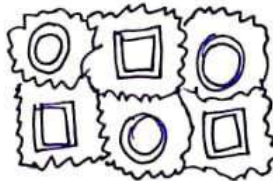
for more

↓  
Venise (primo viaggio fuori della Francia!)

BYZANTINE  
+  
balaced



orientale  
mysterious  
pallet veneziano



DORATO



marinai  
+  
gondolieri

OPULENTO  
ELEGANTE  
RICCIOLUTO

↑  
ascensione  
sociale!!

• Duc Dimitri fils du tzar → Russie → performance  
turning point



• UK eleganza Westminster



veri diamanti, "tweed"

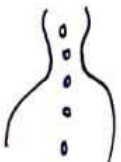
150s

Dior  
new  
look

No!

TOTOL  
look  
Chanel  
all in.

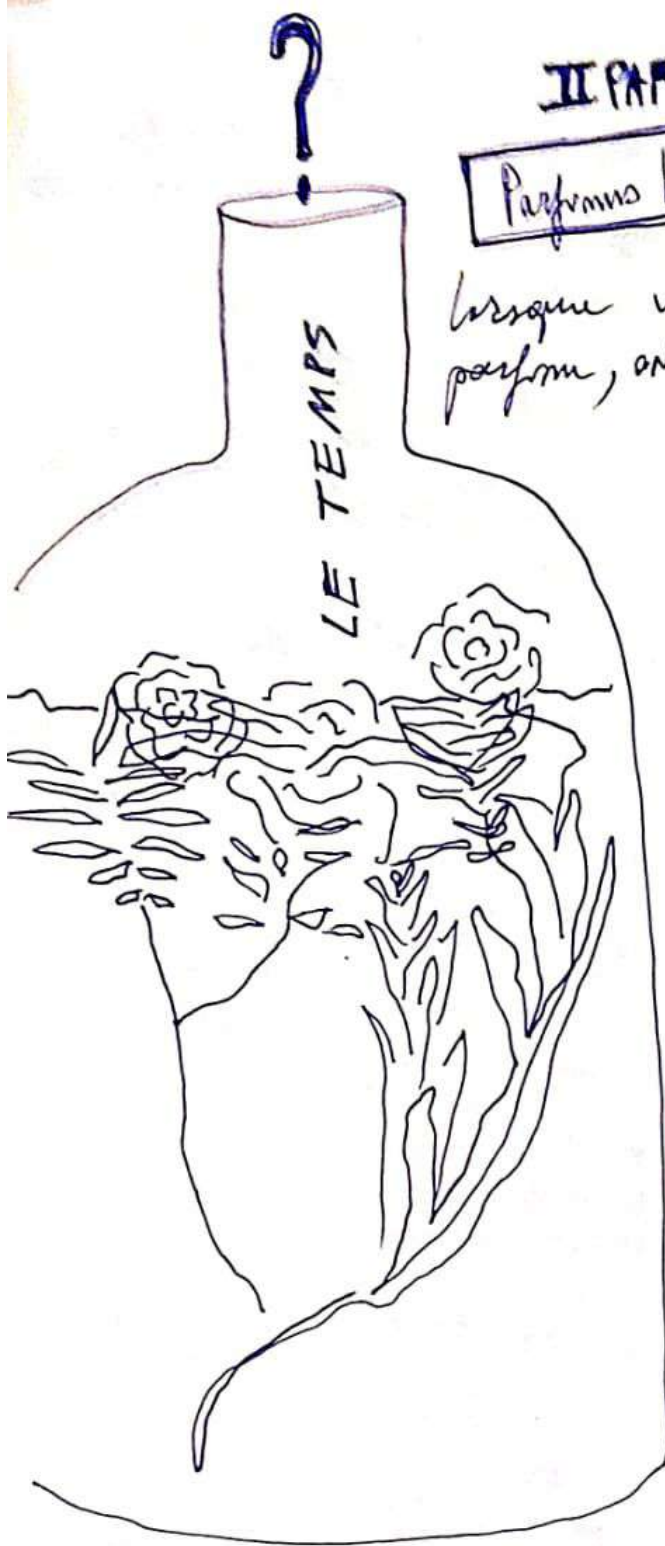
Hollywood,  
Dallas



## II PART

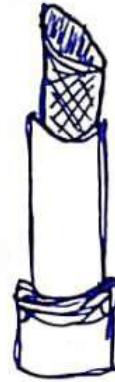
Parfums beauté

lorsque vous portez du  
parfum, on peut le voir



HYDRA  
BEAUTY  
SERUM  
CAMELIAS

15.500 pointes de  
vente



recherche  
stabilisation  
le prends du temps!


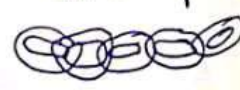
→ excellence  
→ recherche  
→ laboratoires  
au ciel au vent  
Costa Rica

Alpi  
SOLARITE  
Madagascar  
Saint Jacques  
CAMELIA  
etc.

Mode

hop plus vite : 10 collections par an  
2 haute couture (no size), 1 exemplaire  
PAP : prête-à-porter 1978

Bijoux / Horlogerie

création → savoir faire → pierres  
d'exception  
première =  +   
bouchon  
parfum  
chaîne  
rac



et se le ou on est pas attendu

excellence

atemporal

avancée

### PART III

redefinition de luxe  
histoire attachante

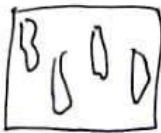
materials collab

feminité/masculin



comme  
con d'ice  
come api ①

②



coniche  
3D

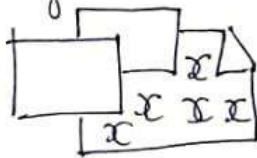
③



fili e  
cera d'api

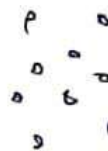
④

collagene e barbaresole

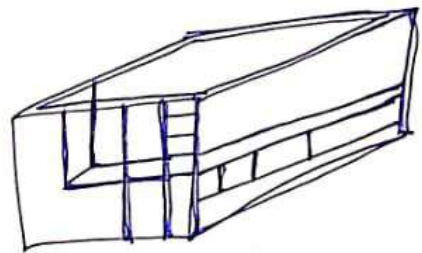


silicone  
vegetale

⑤



sale che  
brilla



meas map - Nets 2014  
VETRO-GLOSSY // Asymetric - things almost falling

How does the future of core look like?  
Are shops going to look like this?  
Are products going to be physical?  
Which vibrations can I use to relax people?

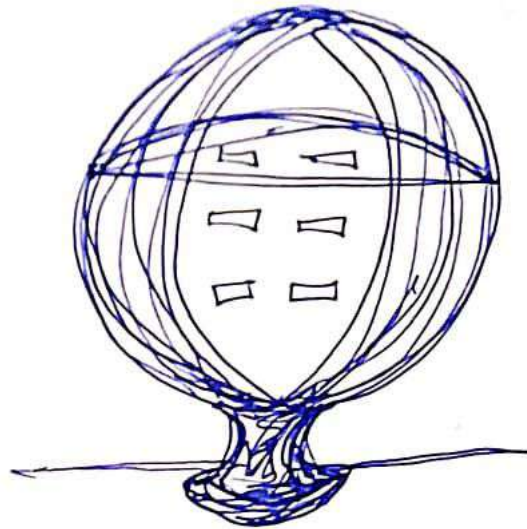
Luxurious, elegance, brilliance - how to donate it back to the body? Plastic surgery - small implants. Sors pear.

What exactly does soft robotics look like? Can I create a robot that helps in the showcase.

What about transparent make up, that only glows in the dark? What about practical intelligence?

a small, pleasant carrying or necklace that breaths? A cream that is a gel, solidifies to create a mask? Return to minimal. Enhanced simplicity.

meitu



SKIN SCANNER  
Only works with some  
skin types...

TEK MACHINE

1. cryptography
2. microcurrent
3. haute freq.

| 15 min sess. |



SWAY: algues marines

emotional interfaces  
technological materials

BRIEF

poetic interactive artefacts  
hybrid ~~the~~ objects

000  
magnets

—  
body scan

17 dec.

Chanel in middle  
magnets on  
your skin



2 DEC - boutique

CHAMP

pas ronde  
pas carré

PAS DIGITAL



brillekhi



docie



parchi

"FACIA"

pour défendre l'issues organes



musica  
partitura

"notes" → tête  
→ cœur  
→ ?

digital system to select var parfum

CREATIVE FUTURES

→ Headquarters

watch + foresight  
TODAY  
what it comp?  
AI, innovation?

FUTURE

collective intelligence

fundamental  
applied

10 years

~~theoretical~~

5 years

materials

fish skin leather

mushrooms

algae

oysters

WEAK  
SIGNAL  
innovation  
imp in other  
industries

becoming  
BIG

clues → themes → territories  
there's something about...

societal transformation

①

research

climate change

disruptive tech

arch + design

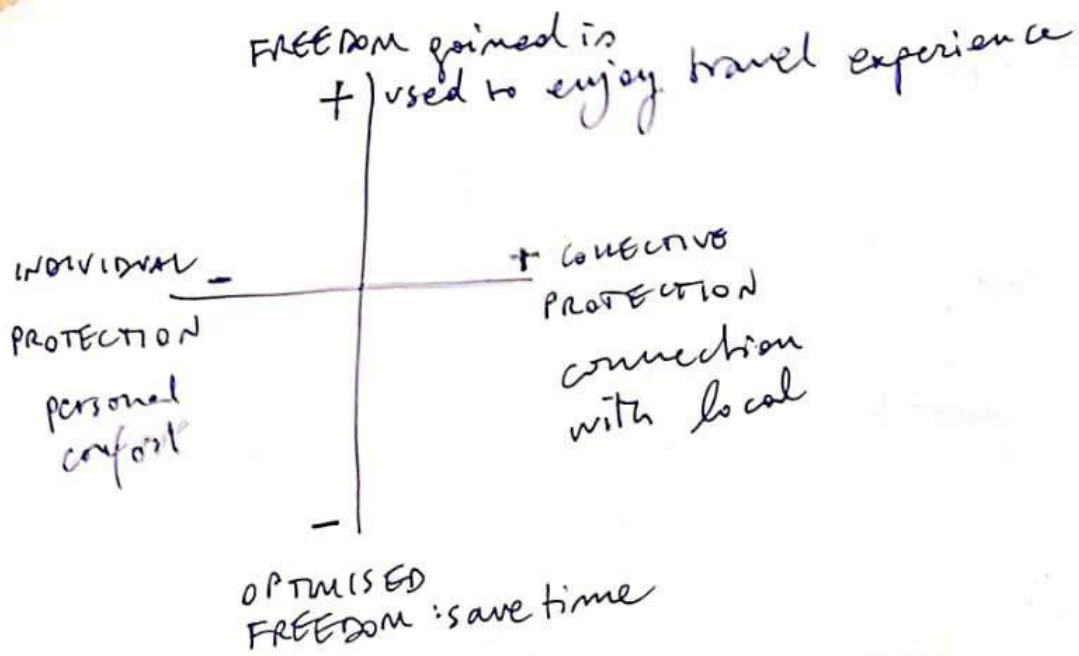
psychology

USBK & RIKK

regenerative design
soft robotics
AI to diversify

- 1 freedom  
2 intuition  
3 transformation  
4 protection  
5 discovery

PICK 2

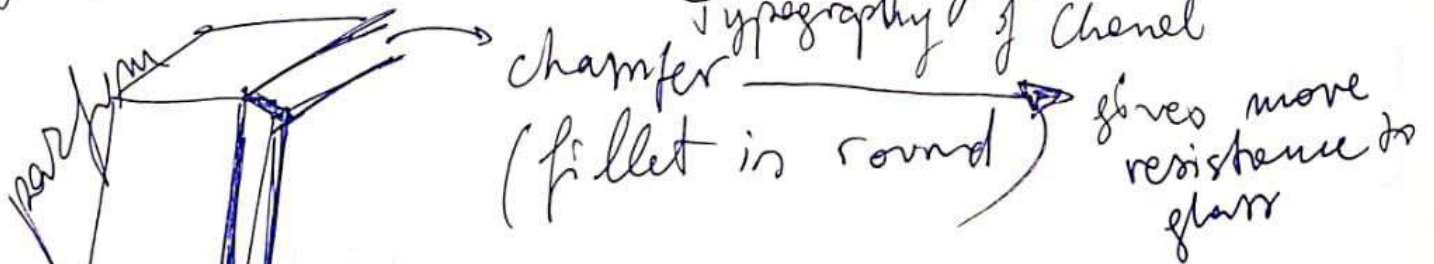


GRAPHIC IDENTITY → LESS IS MORE take things away

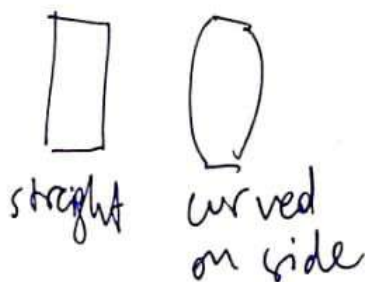
① CHANEL

② (C) can't be used on watches bc Cartier  
settlement agreement

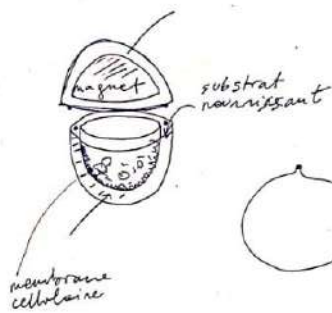
Jacques Hellen 1965-2007 Director of Good Type  
Typography of Chanel



COMPLEMENTARITY



15 years of development



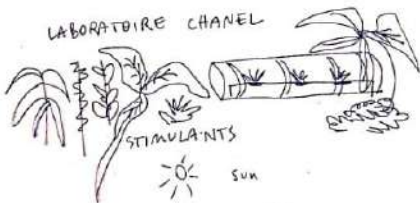
MAIN IDEAS  
stochastic  
biominic  
organic + métallique  
microscopique  
microorganismes

KATY PERRY  
dans l'espace

#### WEAK SIGNALS

- communal drug taking ceremonies
- ecology
- the Web

#### LABORATOIRE CHANEL



- ☀ sun
- ☁ humidity
- ↓ pressure
- pollution CO<sub>2</sub>

#### REACTION

- ≡ heat
- 080 proprioception stimulation / organs stimulation (motor, coordination, (feeling))

2040

We imagine a world.

Under our skin, the world feels slightly hotter.

Climate change permeates every aspect of human life.

Ecological living has become not just an alternative living, but an imperative one. People try to integrate natural elements in their everyday life. Microscopic living creatures are <sup>ecosystems</sup> companions and are not a taboo anymore. Molds, blobs, fungi, <sup>bioluminescent</sup> bacteria.

that react to different stimuli. Globalisation has lost its appeal and citizens live ~~ecosystems~~ in a world where there are more local connections than global ones. It is more desirable to have face creams and masks that are biological and that decompose in nature. Care routines are rooted in shared experiences where ~~time~~ taking time is essential.

Beauty and fashion brands offer to their clients luxury products that biodegrade in the environment, regenerating some new living organisms.

In this society, it is common to find groups of people in friendship/love/anarchical/horizontal relationships; forming <sup>emotional</sup> ~~emotional~~ who represent various gender ~~experiences~~ experiences. The links between them are sometimes visible, sometimes invisible. One of their

This happens in the evening at specific collective ritual is meeting in a quiet park on the grass (or at their place). certain important moments (at least once a week, or less).