

Chanel Resort 2025 Collection

A Mediterranean Reverie in Marseille

Curated Looks for Luxury Clientele

Collection Overview

Chanel's Resort 2025 collection was showcased in Marseille, celebrating cultural fusion and the city's unique port culture. Virginie Viard's design philosophy emphasizes Chanel's ladylike codes while embracing the vibrant energy of Marseille.

Key Themes:

- Cultural fusion and artistic exploration
- Water sports inspiration
- Mediterranean elegance

Look 1: The Iconic Scuba Suit

A hooded white scuba suit with a signature black bow at the neckline. This piece embodies Chanel's ability to blend functionality with luxury, inspired by Marseille's connection to water sports.

Styling Notes:

- Pair with classic Chanel accessories

- Add pearl jewelry for contrast
- Perfect for resort activities with sophisticated flair

Look 2: Crochet Elegance

Matching crochet cardigan and skirt sets paired with logo cutout hooded sweaters. These pieces showcase Chanel's craftsmanship while offering a relaxed yet refined aesthetic perfect for warm weather.

Styling Notes:

- Layer with lightweight fabrics
- Accessorize with embellished flap bags
- Ideal for daytime events or casual elegance

Look 3: Beaded Sophistication

Green blazer dress with checkerboard beaded pockets and rainbow tunic with matching shorts. These pieces demonstrate Viard's exploration of divergent details while maintaining Chanel's classic silhouette.

Styling Notes:

- Highlight the beaded details with minimal accessories
- Pair with three-dimensional mini Chanel logo bags
- Suitable for evening events or special occasions

Client Styling Recommendations

When presenting these looks to clients, emphasize the versatility and timeless elegance that Chanel offers. Each piece can be styled for multiple occasions, maximizing the client's investment.

Key Selling Points:

- Craftsmanship and quality materials
- Versatility across occasions
- Investment pieces with lasting value
- Exclusive designs from the Resort 2025 collection