

Chanel by Matthieu Blazy: A New Era of Elegance with a Playful Twist

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The house of **Chanel** turned a new page this Monday evening at the **Grand Palais**, unveiling the **first collection by Matthieu Blazy** as its creative director. Under the cosmic glow of planets suspended in a nocturnal setting, the designer introduced a vision of the **modern Chanel woman** — **grounded in the present yet inspired by the maison's timeless codes**.

Modern Silhouettes Meet Classic Sophistication

Blazy opened the show with a **grey tailored ensemble**, pairing structured suit trousers with a cropped jacket and rolled-up sleeves. At first glance, the look reflected understated simplicity — but true to Blazy's style, the whimsical details spoke volumes. Shaggy floral-petal earrings and sculptural chokers added a touch of playful rebellion to the otherwise refined tone.

As the collection progressed, **neutral palettes gave way to vibrant accents**, while **fluid fabrics and asymmetric hems** created a sense of movement. The soundscape evolved from classical to electro beats, mirroring the designer's intent to inject new rhythm into Chanel's aesthetic.

A standout look featured a **shimmering nude dress topped with a fiery red feathered hairstyle**, while **white feather trims** on a dark overcoat softened its commanding silhouette — an elegant contrast between restraint and freedom.

Reinventing Chanel's Legacy

Blazy's designs balanced heritage with innovation. He reinterpreted **Chanel's classic tweed suit**, transforming it into something lighter and more approachable for younger audiences. The iconic fabric appeared **open-worked, colorful, and embossed**, paired with **low-slung belts and modern transparency**.

The **dropped waistlines** and **fluid knits** subtly nodded to the 1920s — a decade central to Chanel's legacy — while oversized blouses and sleek skirts reflected Blazy's modern minimalism developed during his tenure at **Bottega Veneta**.

Homage to Gabrielle Chanel & Female Emancipation

The teaser campaign for the Spring/Summer 2026 show hinted at the maison's roots. Chanel had released a **black-and-white portrait of a woman with a bob cut**, reminiscent of **Gabrielle Chanel herself** — an enduring symbol of freedom and rebellion. The look paid homage to the 1920s spirit of female empowerment, encapsulated in Chanel's iconic quote:

“A woman who cuts her hair is about to change her life.”

In true Blazy fashion, the image featured subtle yet striking details — **feathered earrings blending into the hair**, a motif that continued throughout the show. Captured by **David Bailey**, the campaign echoed the minimalism and nonconformity that defined both Bailey’s photography and Chanel’s spirit.

A Confident Step into the Future

Matthieu Blazy’s appointment in **December 2024** came with towering expectations. Following Karl Lagerfeld’s monumental legacy and navigating a challenging luxury market, Blazy’s task was to restore **Chanel’s creative grandeur** while making it resonate with today’s generation.

This debut collection suggests a **successful gamble** — one that merges **Chanel’s signature refinement with Blazy’s instinct for contemporary elegance and wearability**. The result: a collection that’s not only chic and effortless but deeply in tune with the evolving language of fashion.

With this bold debut, Matthieu Blazy has proven that **Chanel’s future lies in its fearless embrace of both tradition and transformation**.

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