

CHANEL OLYMPICS

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CHANEL OLYMPICS is a unique internal event conceived as a creative olympiad, designed to showcase the talent, ingenuity, and team spirit of CHANEL Fragrance & Beauty collaborators.

Imagined as a key moment of cohesion and knowledge-sharing, the event brings together all departments : from Visual Merchandising and Art Direction to Graphic Design and more, around inspiring challenges.

It is a time to imagine differently, create together, and embody, through each project, the inventive elegance that defines CHANEL.

GOALS

- Strengthen team cohesion**
- Celebrate each individual's creative commitment**
- Honor the values of the House**
- Showcase internal talent**
- Encourage innovation**

CHALLENGES

- Scenographic Challenge: imagine a window display around an iconic product**
- Sillage Olympics: sensory blind test featuring emblematic fragrances**
- Concept Sprint: visual brainstorming on a House-related theme**
- Style Relay: collaborative creation of a campaign moodboard**
- Creative Baton: chain storytelling exercise around a product**

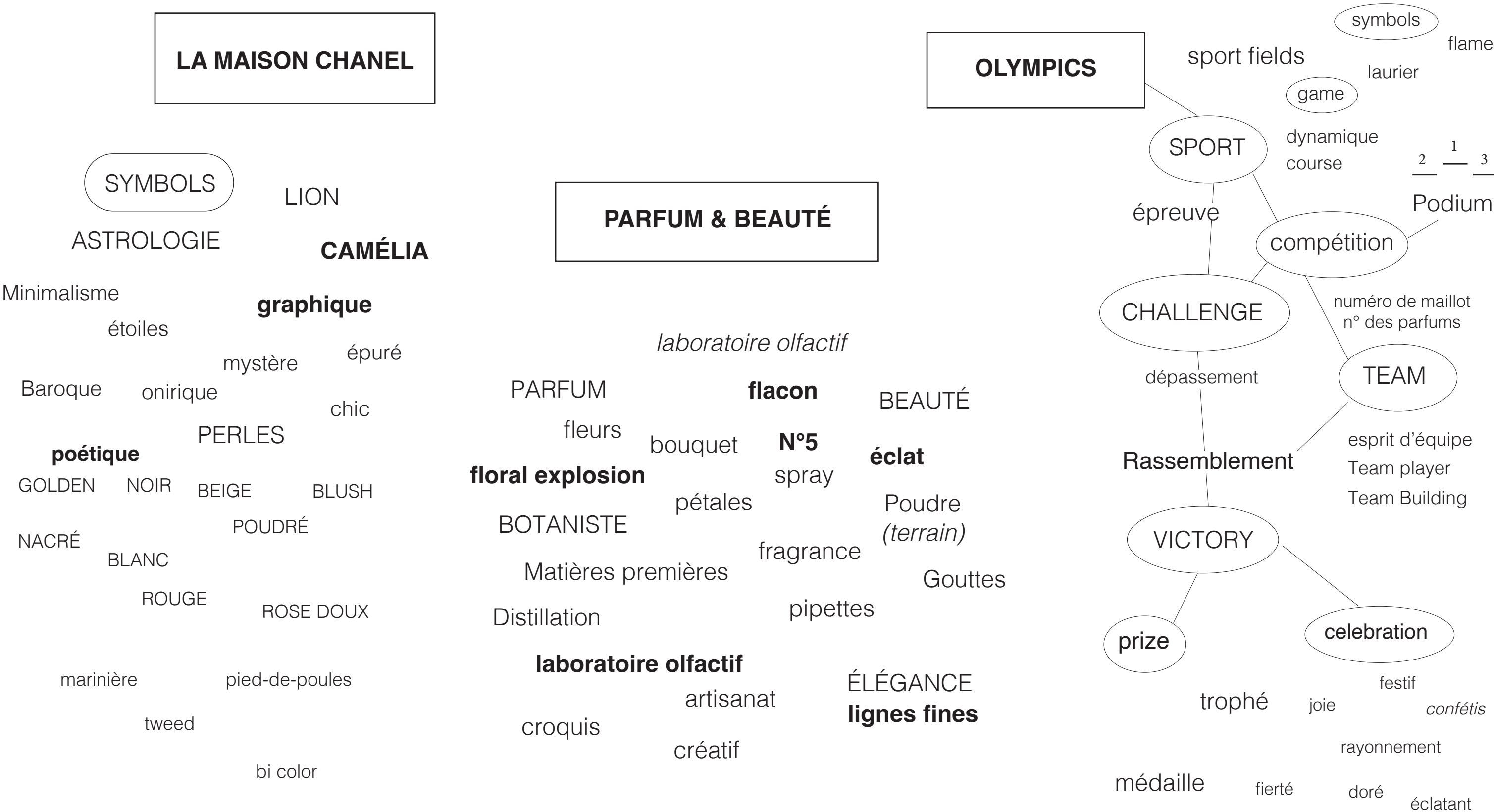
Each challenge rewards a team with a medal, along with a water bottle gifted to all participants.

CHANEL OLYMPICS

LA MAISON CHANEL

OLYMPICS

PARFUM & BEAUTÉ



CHANEL OLYMPICS

1

SPORTIF

MISE À L'ÉPREUVE DES ÉQUIPES AUTOUR DE DÉFIS CRÉATIFS

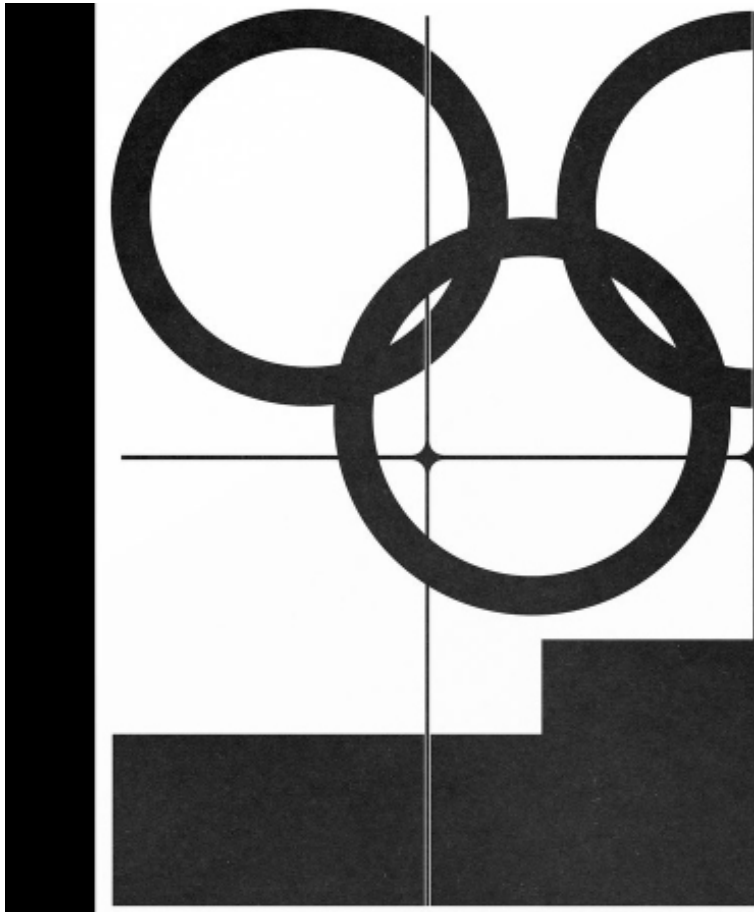
COMPETITION RIGUEURE RACE SPORT GRAPHIC FIELDS J.O SPEED MVMT

2

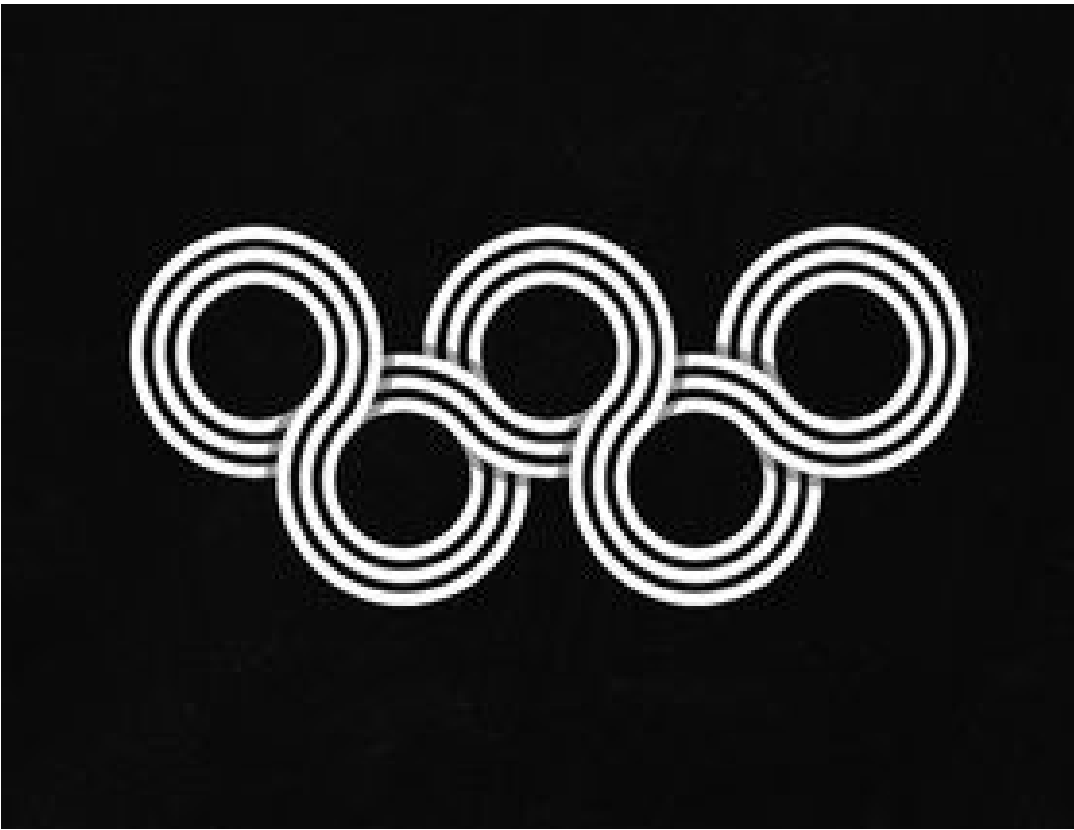
VICTORY

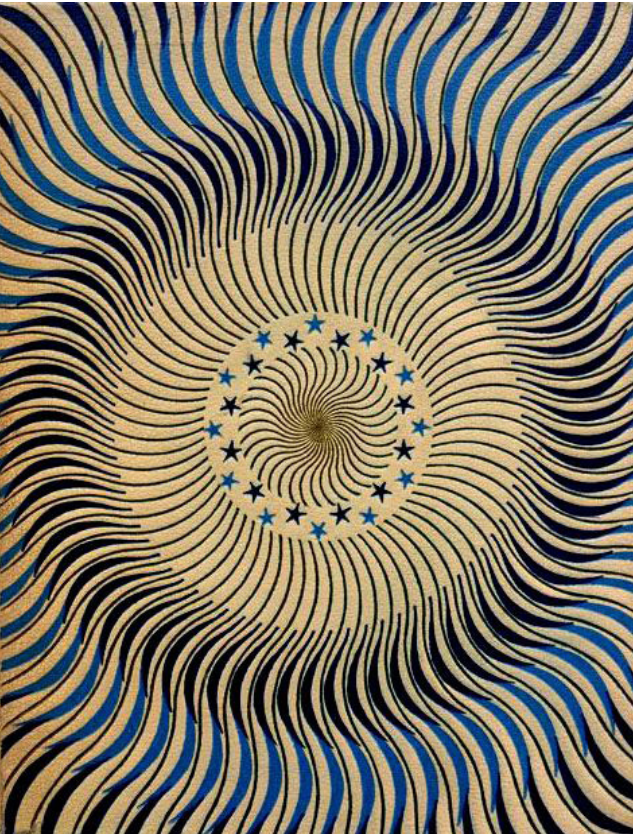
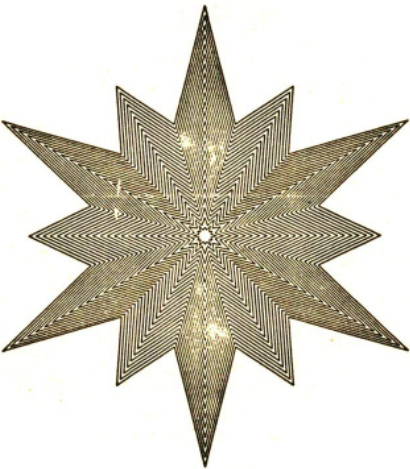
UNE CÉLÉBRATION DES TALENTS ET DES VALEURS DE LA MAISON

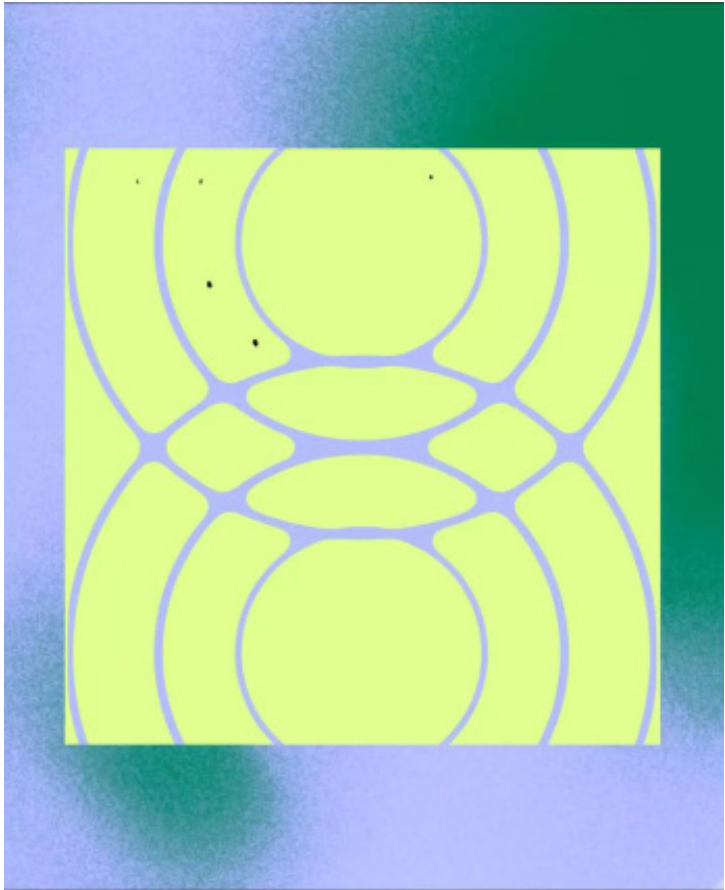
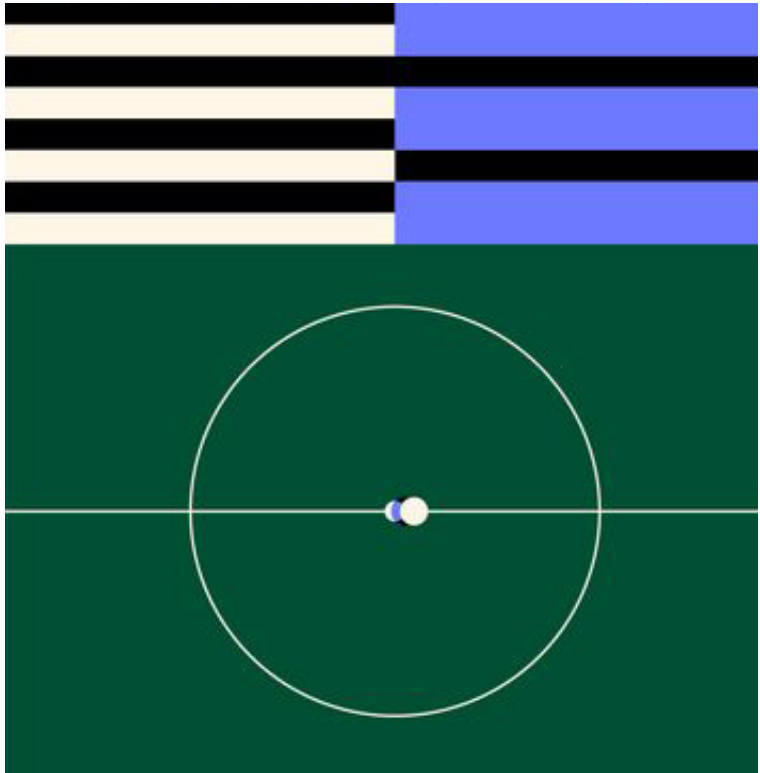
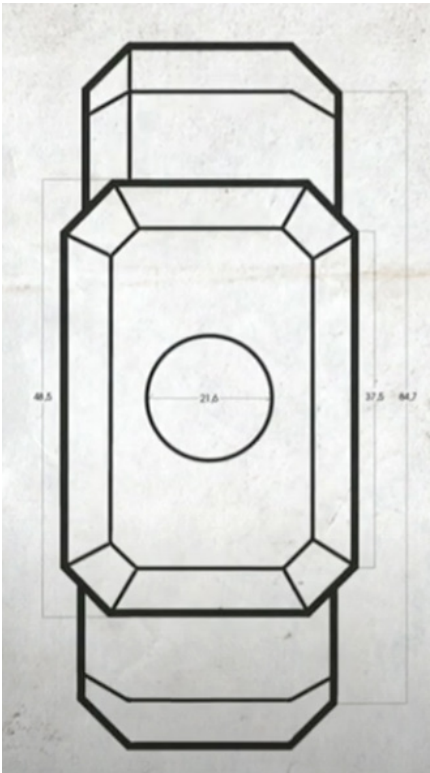
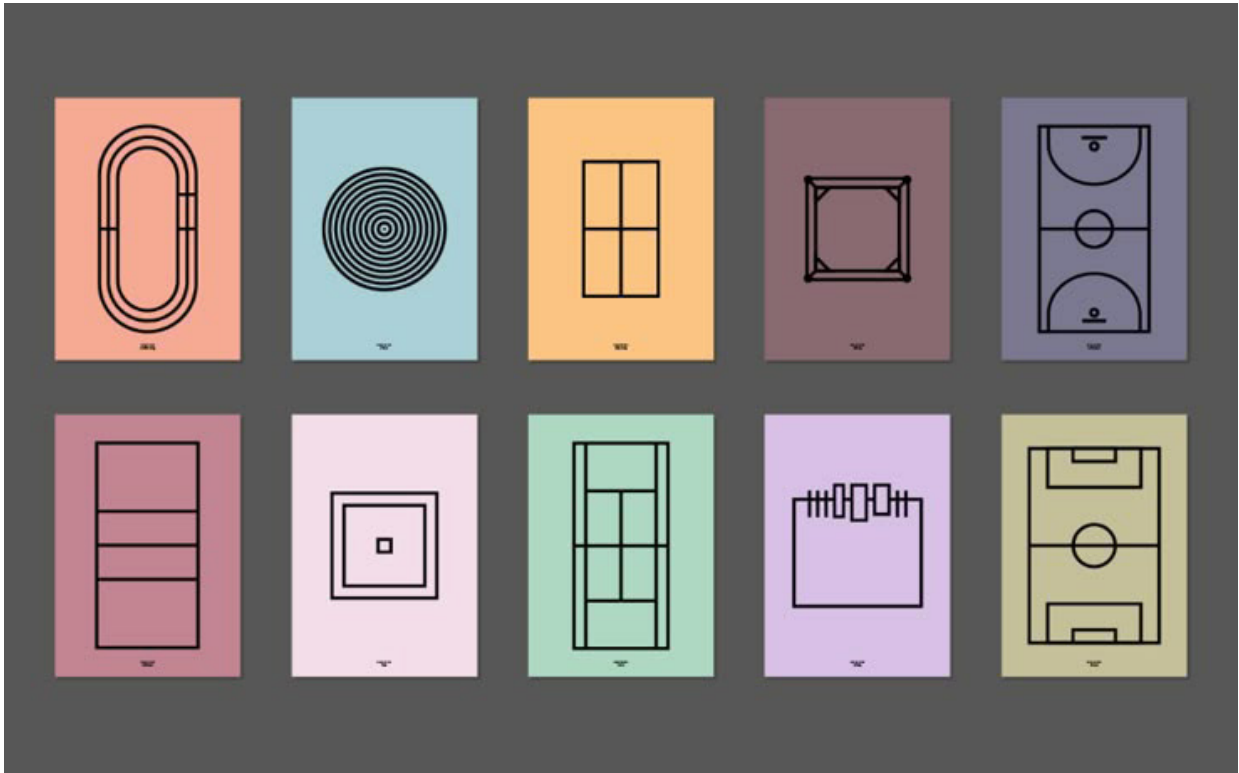
VICTOIRE FESTIF PODIUM PRIZE EXPLOSION CÉLÉBRATION FLORAL

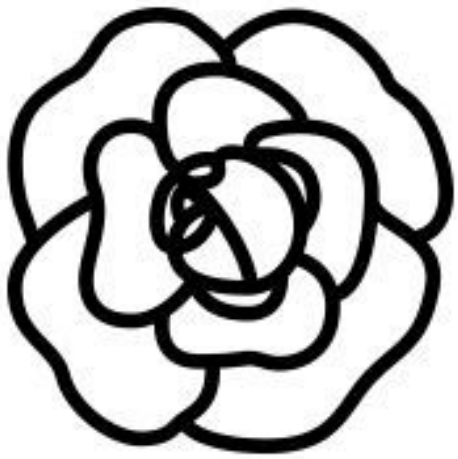
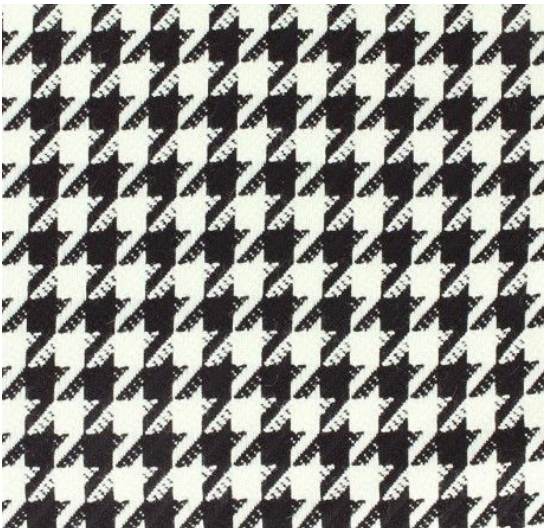


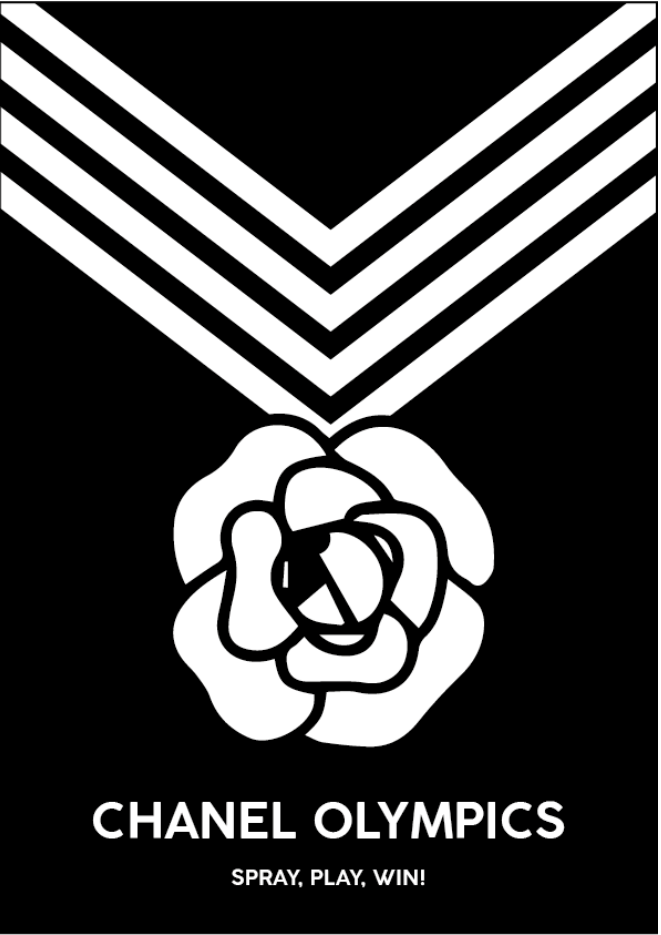
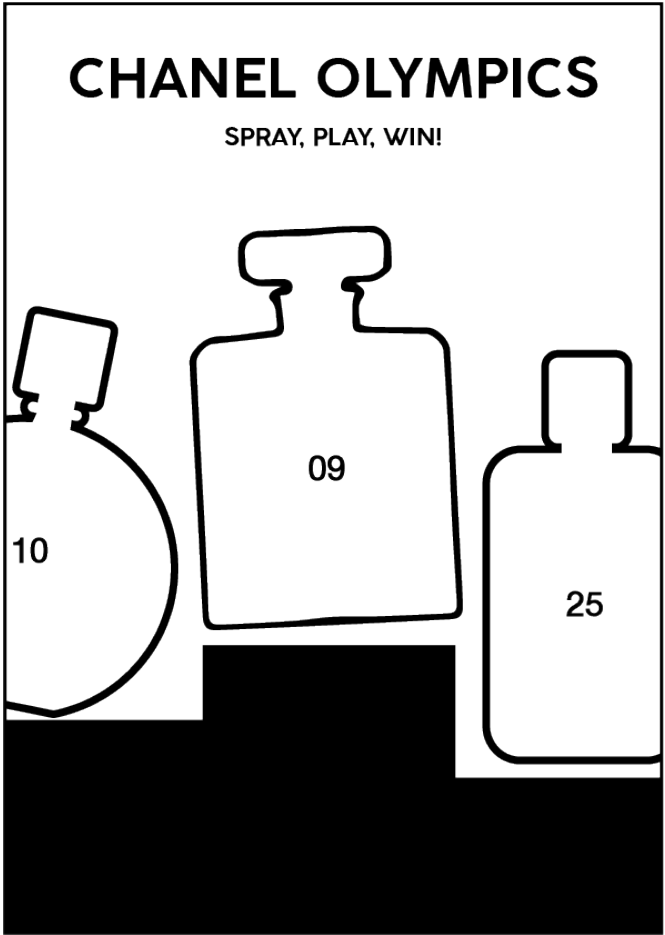
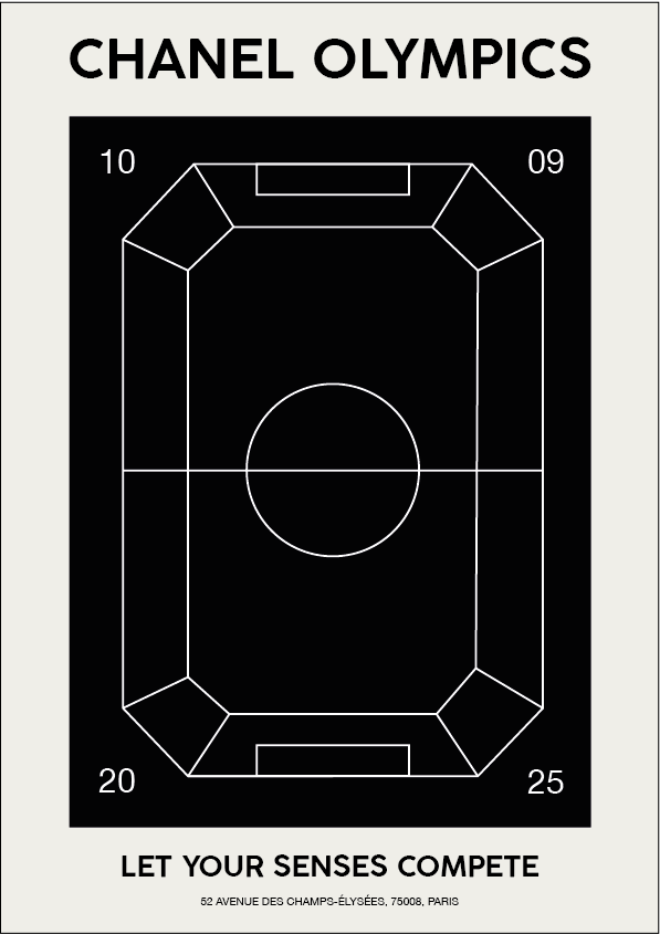
Atlanta 1996



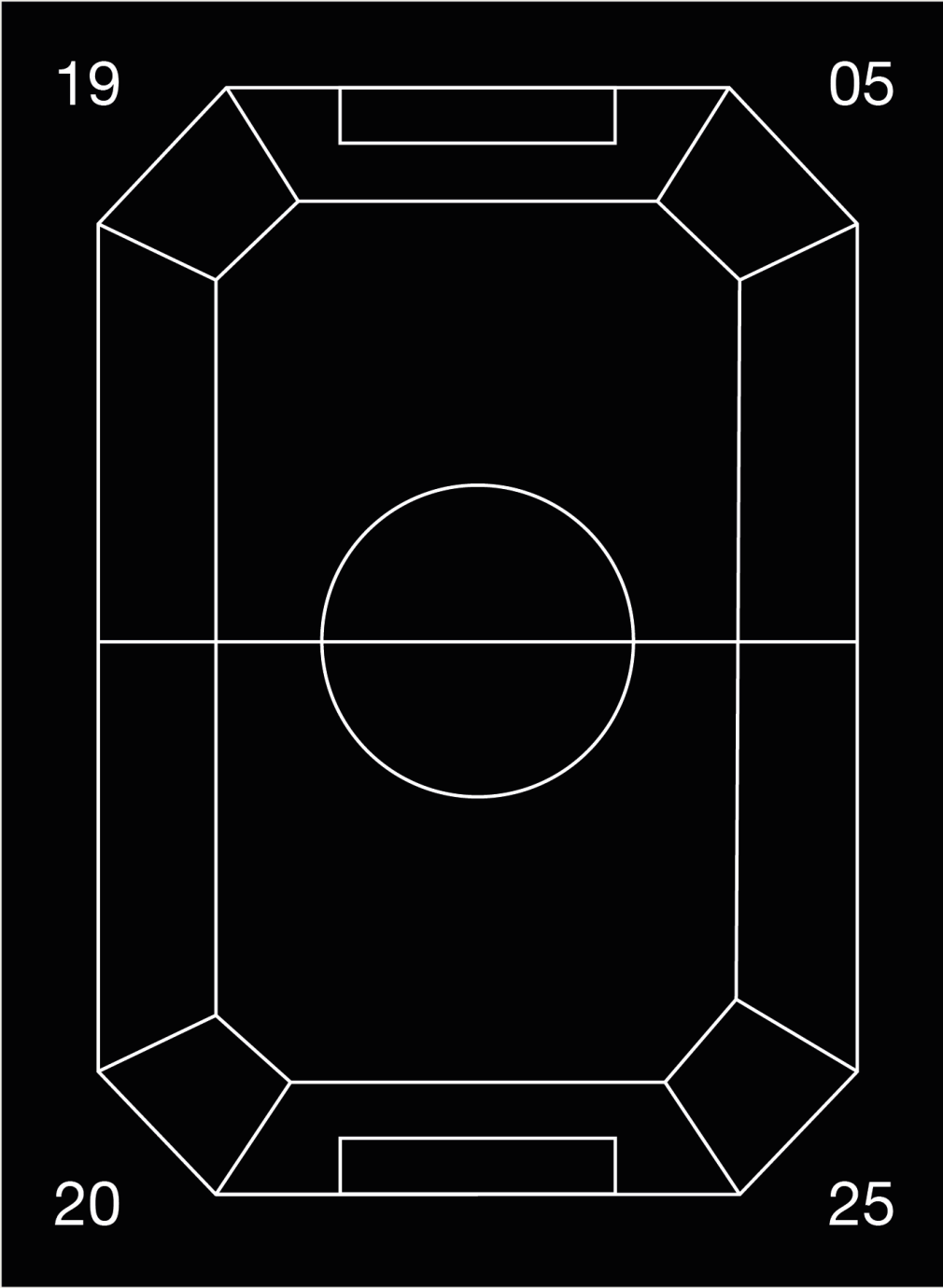








CHANEL LYMPICS



LET YOUR SENSES COMPETE

52 AVENUE DES CHAMPS-ÉLYSÉES, 75008, PARIS

CHANELOLYMPICS

1905

2025

LET YOUR SENSES COMPETE

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CHANELOLYMPICS

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CHANEL  OLYMPICS

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CHANEL  OLYMPICS

CHANEL  OLYMPICS

CHANEL  **LYMPICS**

PRINCIPAL

CHANEL  **LYMPICS**

CHANEL  **LYMPICS**

BLACK AND WHITE

COLORS



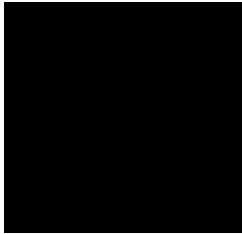
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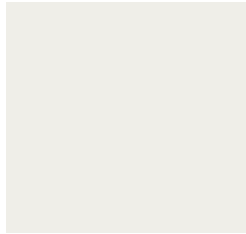
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020203



EFEEE8

TYPOGRAPHY

Titre
Coco Gothic
Bold

CHANEL OLYMPICS

Sous Titre
Coco Gothic
Bold

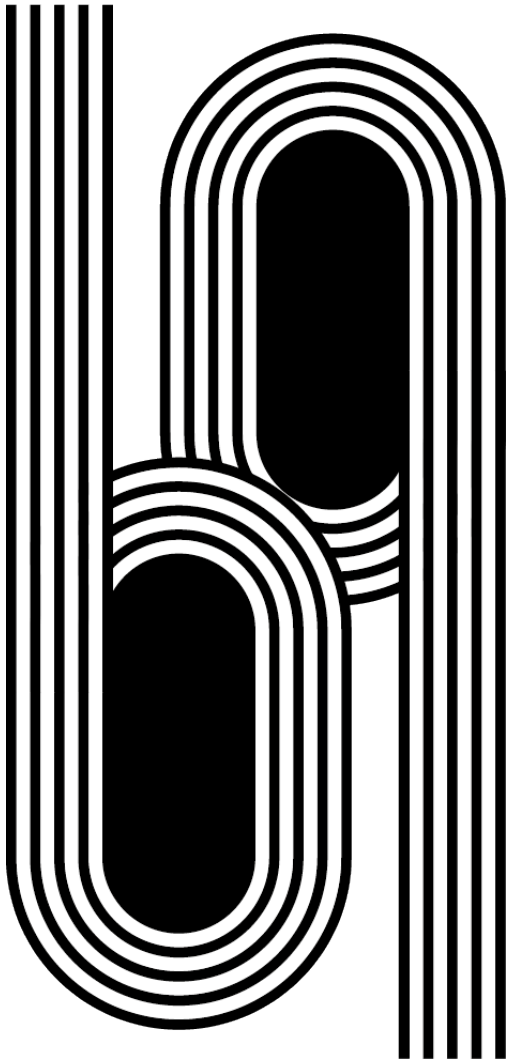
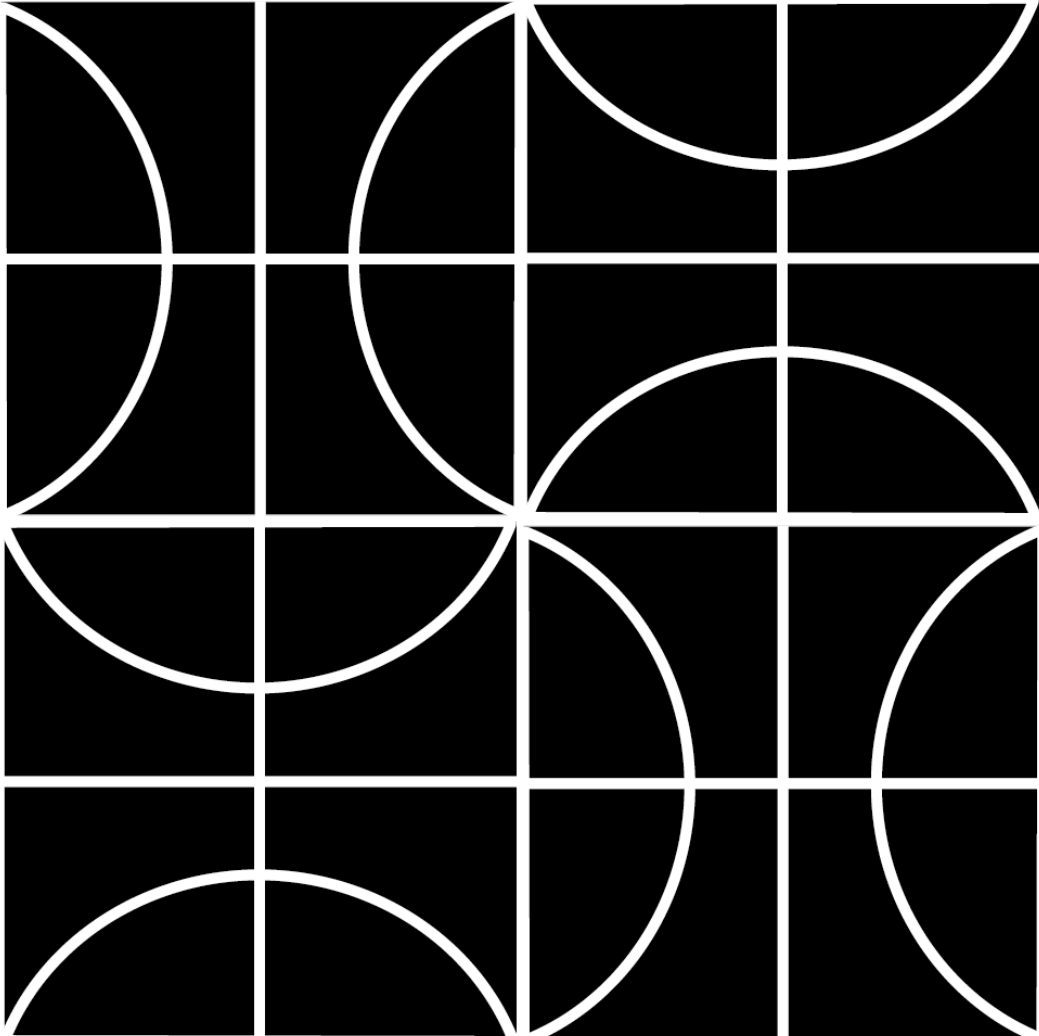
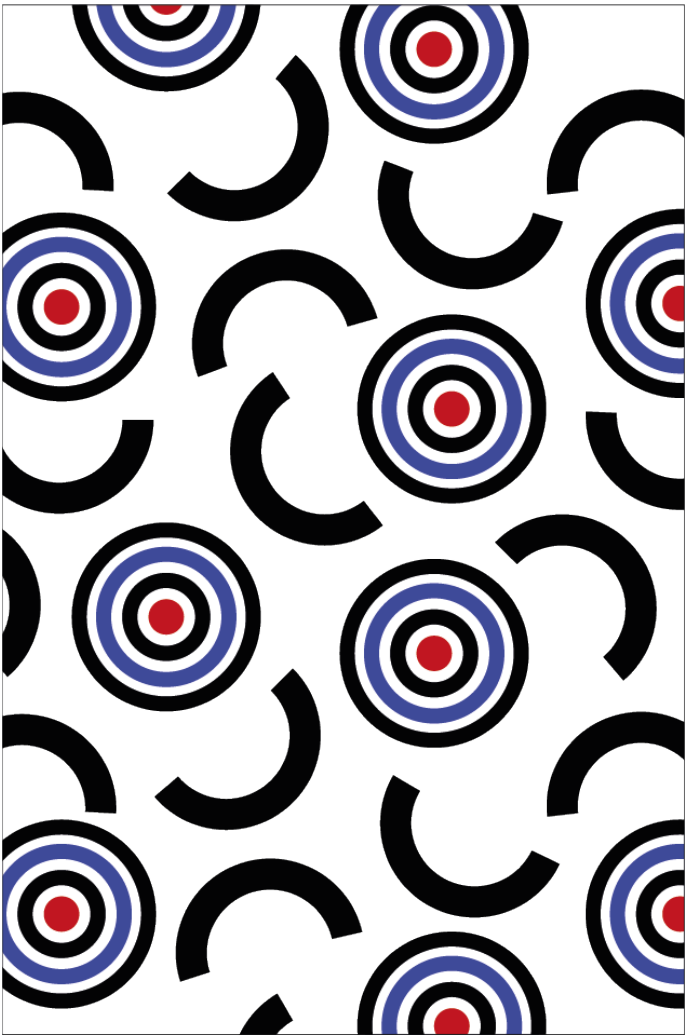
LET YOUR SENSES COMPETE

Coprs
Helvetica Neu
Regular

52 AVENUE DES CHAMPS-ÉLYSÉES, 75008, PARIS

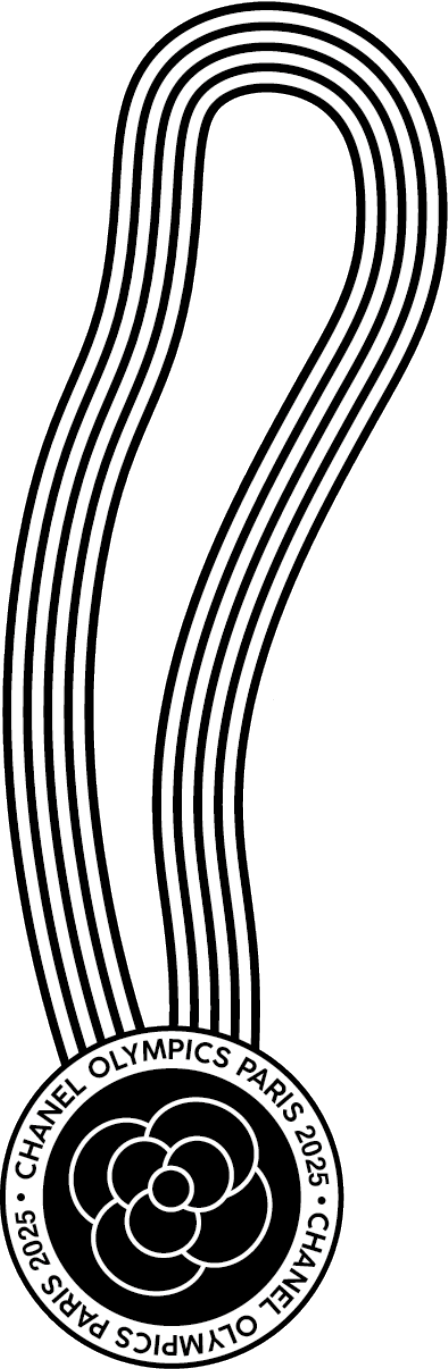
Variation
Helvetica Neu
Italique

SPRAY. PLAY. WIN





1.



2.

