

# CHANEL



CELEBRATING 100 YEARS

Dutch artist Anouk[art] celebrates the 100<sup>th</sup> anniversary of the most iconic perfume in the world - Chanel N°5, through a series of unique artworks that give center stage to **old, forgotten and used** Chanel bottles, bags and other vintage Chanel pieces

## **Coco Chanel 1921-2021**

In 1921, a clever French businesswoman created a scent that revolutionized the way women smell.

**100 years** later **Chanel No 5** is arguably still the world's most iconic perfume.

Exactly **50 years** ago (in 1971) Gabrielle Bonheur 'Coco' Chanel died at the age of 87.

The perfect timing to reveal unique Chanel artworks.

**Each artwork contains the original Chanel item that Anouk photographed.**

[www.chanelartcollection.com](http://www.chanelartcollection.com)











Anouk art  
CHANEL ART COLLECTION

### Chanel art collection

“Chanel art collection” has given new life to vintage Chanel products that Anouk has collected over the years. Each piece has its own secret story, some were hidden away in closets for decades, some were still in use and given by friends, others were simply forgotten or useless for former admirers because they were damaged or empty. They are brought to life from the anonymity of dark cupboards and drawers to the camera and spotlights of Anouk’s artistic canvas.

The Chanel artworks have been accentuated with 24-carat gold leaf and paint to create a greater degree of depth. It almost invites you to touch them.





### Small things matter

Small objects, collected over the years, are the inspiration for beautifully designed art works, whereby the boundaries between art and design completely disappear.

Anouk's constant search for small things stems from a great curiosity for the unseen and its appreciation in daily life.

*Anouk: "In this age of fast social media, it is just magical for me to pause for a moment and take a closer look - everything has its own beauty and is often overlooked. In fact, there are many details and secrets that are hidden away from our eyes. If you would just zoom in, a whole new world opens up."*

'Chanel art collection' brings to light the magical story and emotion encapsulated in a half-used bottle of perfume and other Chanel items. Stories about romance and love, femininity and power.

### About Anouk van Tetering

Dutch artist Anouk van Tetering built up her international career in London after completing her education at the Rietveld Academy, International University of Fine Arts, in Amsterdam. Her works are exhibited worldwide in cities like London, New York, Miami and Munich. Even though her art develops, it will always retain a unique and recognizable signature.

#### Each artwork is:

- Printed on high quality fine-art Hahnemühle Photo Rag® paper.
- Accentuated with 24-carat gold leaf and with various layers of paint.
- Signed, numbered and framed in handmade Dutch essential wooden frames.

Each originally photographed Chanel item comes with the artwork.



