



# The Rest is History



There are infinite love stories, but one that involves Brad Pitt, Penélope Cruz and the iconic Chanel flap bag? Now that's a tale for the ages.

Debuting at Chanel's fall-winter 2024 show, the short black-and-white film is a far cry from a cheesy Hollywood rom-com. Rather, the blockbuster regulars, who are also no strangers to fronting a Chanel campaign, assume the roles of widowed individuals at the early stages of falling in love. Shot by Inez and Vinoodh, it takes us on an intimate drive from a windswept beach to a quaint dinner date waitressed by another Chanel muse, Rianne Van Rompaey. And if this sequence of events feels all too familiar, it's because it's meant to. Turns out, the minute-long rendezvous takes direct inspiration from the 1966 art house classic, *A Man and a Woman*. "A Man and a Woman by Claude Lelouch is really one of my favourite films of all time," Cruz gushes. "Of course, I never thought about doing a remake because when a movie is so perfect you don't need

to do a remake. But this is not a remake. This is kind of a beautiful homage." New Wave cinema isn't the only tie the Palme d'Or-winning flick has to the French fashion house. Fashion history buffs might recognise Deauville, a key setting in both the original project and Chanel's star-studded campaign, as the very seaside resort where Gabrielle Chanel unveiled both a hat boutique and her first haute couture collection. There is also a touching backstory to the short's choice to spotlight the hallmark flap bag. Facing restraints on costume budgets, the seminal film's leading lady, Anouk Aimée, actually carried her own Chanel purse as a prop. And if history continues to repeat itself, could this short merit Pitt and Cruz an acting award too? We'll be keeping tabs. [www.chanel.com](http://www.chanel.com)

Text/  
MADELEINE MAK  
Photos/  
[Chanel](http://Chanel.com)