Chanel asks fliers to #takeanewchance on Eau Tendre scent in Copenhagen

This month, Chanel, Gebr. Heinemann and Copenhagen Airport, are staging an activation to launch the newest Eau de Parfum from the Chance fragrance line; Chance Eau Tendre.



The 130sq m pop-up is exclusively dedicated to Chance beauty services and allows passengers to discover their favourite fragrance by spinning the Chanel olfactory 'wheel of fortune'. Chanel is further elevating the launch with the #TAKEANEWCHANCE tag on social media.

Tailor-made Beauty services that have been specifically designed for travellers, will be offered by Chanel beauty consultants.

The pop-up allows for a photo opportunity as well as a 'truly memorable' ride to gate experience on one of the brand's customised bicycles.

"'Chance is a way of being' said Gabrielle Chanel, who believed in her lucky star as much as she cultivated it," says Chanel. "With confidence and determination, Mademoiselle seized this chance throughout her whole life.

"Attentive to all the signs that marked her path, a woman who loved chance encounters and the unexpected, she smiled at fortune and fortune smiled on her in return."