Chanel reopens Mediterranean summer stores

By Dominique Muret - 21 April 2022

Chanel is re-opening its seasonal stores in some of the world’s most upmarket resorts. In recent years, destinations like Capri, Marbella and Bodrum, Turkey, have been added to Chanel’s traditional summer store in Saint-Tropez, all of them characterised by chic, charming interiors and showcasing hand-picked looks and accessories from Chanel’s Spring/Summer 2022 collection.

In Saint-Tropez, the Villa La Mistralée will once again welcome the world of Chanel “like a holiday home,” with its park and swimming pool. Inside Villa La Mistralée, “a large table is an invitation to discover the season's bags, while watches and jewellery, including the Coco Crush and N°5 collections, and the latest J12, Première and BOY-Friend watch creations are arranged in sleek consoles,” as Chanel stated in a press release. The Saint-Tropez store will be open until the end of September.

Chanel’s temporary boutique in Capri, Italy, right at the heart of the Mediterranean island, will remain open until the end of October, as will the one in Marbella on the Costa del Sol in Spain, located at the city’s Marbella Club. In addition to the label’s ready-to-wear and Coco Beach resort lines, both stores will stock plenty of accessories and beauty products.

Finally, Chanel will also re-open a seasonal boutique in the same bright, convivial summer style in Bodrum, southwest Turkey, on the shores of the Aegean Sea.

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Translated by Nicola Mira