

CHANEL



WHITNEY PEAK THE NEW FACE OF THE COCO MADEMOISELLE FRAGRANCE

CHANEL is delighted to announce that Whitney Peak will be the new face of the COCO MADEMOISELLE fragrance.

Whitney Peak is a young Canadian actress of 20 years old, at the dawn of her career. She landed one of the lead roles in the reboot of the *Gossip Girl* series, and also starred as the lead in *Hocus Pocus 2* by Anne Fletcher.

The relationship Whitney Peak has developed with CHANEL keeps evolving over time. First as brand ambassador for the US market, then muse of the 22 Handbag campaign, and now as the new face of the COCO MADEMOISELLE fragrance.

Whitney Peak's joy, spirit, and energy are contagious. She is the embodiment of today's youth whose curiosity, confidence in life, appetite for experiences and lack of preconceptions echo the temperament of the young Coco Chanel.

She is the incarnation of COCO MADEMOISELLE's original personality, a young woman who moves towards her destiny to become who she truly is and wants to be.

The new COCO MADEMOISELLE advertising campaign starring Whitney Peak will be unveiled in March 2023.