



Gabrielle “Coco” Chanel
August 19, 1883-Jan 10, 1971

Inventor of:

- Little Black Dress
- Clothes made of jersey fabric
- Chanel No 5 Perfume
- “cut” hair
- Suntans
- Spectator Shoes
- Quilted handbags
- Boxy Cardigan Jackets
- Pants for women
- Costume Jewelry

“I don’t like people talking about the Chanel fashion. Chanel, above all else is a style. Fashion, you see, goes out of fashion. Style, never.”

-Coco Chanel

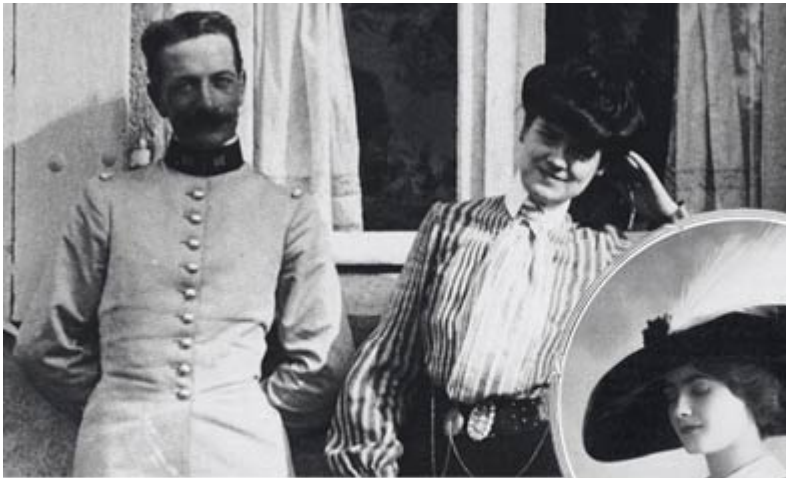
Born in Samur, France August 19, 1883
Mother died when she was 12, went
to live in an orphanage in Auberzine



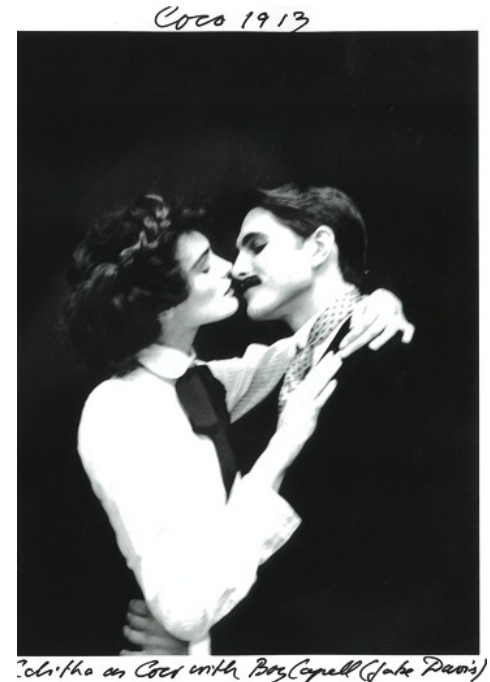
It was at the Monastery (Orphanage)
that she learned to sew.

Early 1900's

- Clerk in a Hosiery Shop
- Café Singer: Got the nickname “Coco”
- Met Etienne Balsan, a rich socialite and heir
- 1910-1913?: Opened shop and sold hats with the help of Arthur “Boy” Capel (Etienne’s friend)



“It is said that women dress for other women, and out of a spirit of competition. This is true. But if there were no longer any men, women would no longer dress at all.” -Coco Chanel





First Shop: 31 Rue Cambon

Second Shop: Deauville



Chanel Shop in Biarritz 1915



1916: Made Suits of Jersey Fabric



“Adornment, what a science! Beauty, what a weapon! Modesty, what elegance!” -Coco Chanel



“The best color in the whole world is the one that looks good on you.” -Coco Chanel

1919-1920's

- Capel killed in a car wreck
- Chanel meets Grand Duke Dmitri (Russian)
- Dmitri introduces her to Earnest Beaux



CHANEL No 5

- Launched November 5, 1921 (some say 1922)
- 128 Ingredients
- Jasmine is the base
- Sprayed in dressing rooms
- Top selling perfume of all time



"It is the unseen, unforgettable, ultimate accessory of fashion...that heralds your arrival and prolongs your departure."

-CocoChanel





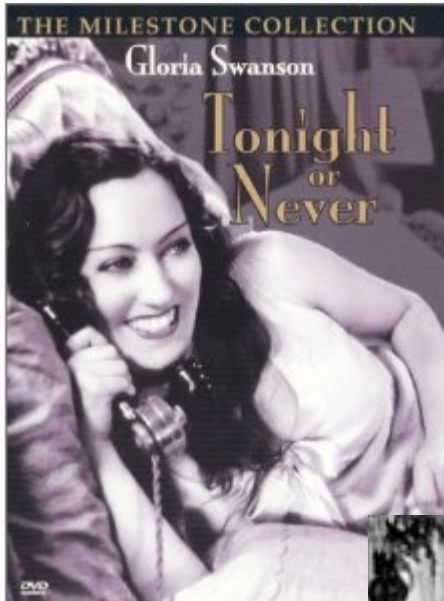
"An elegant woman should be able to do her marketing without making housewives laugh. Those who laugh are always right." - Coco Chanel

1920's: LBD



1931: Moved to Hollywood

Created clothes for “Tonight or Never”



- Was paid \$1 Million



1930's



1935

- Chanel at height of fame
- 4000 workers
- 5 boutiques on Rue Cambon





World War II

- World War II breaks out, compelling closures at the House of CHANEL. Among the five boutiques on rue Cambon, only one remains open: the store at number 31, where perfumes and accessories continue to be in high demand among Parisians and American soldiers alike.



"This is no time for fashion."

1954 Comeback

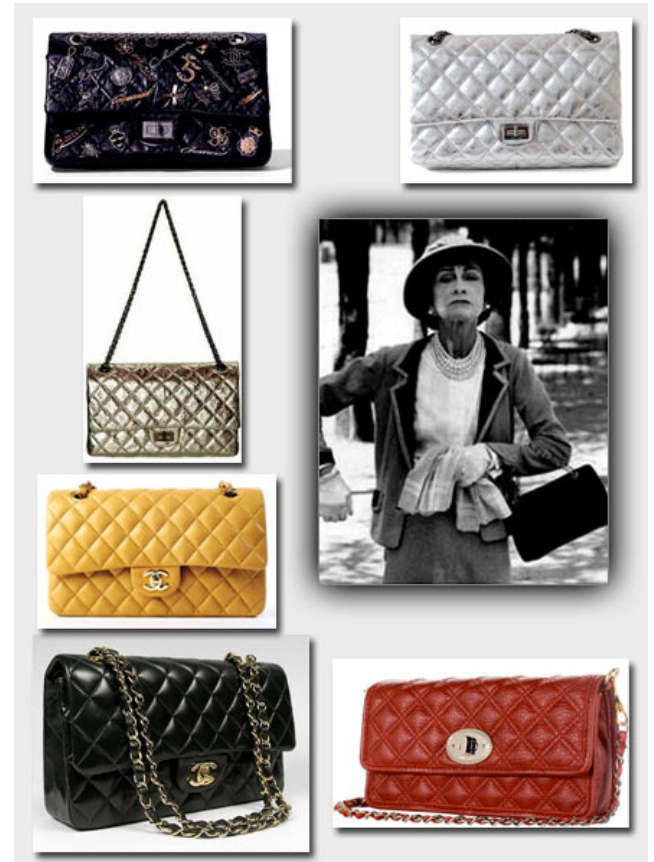
- Chanel was 70 years old
- Reopens house
- Creates fashion for the next generation
- Creates boxy cardigan suits





2.55 Bag

- In February of 1955, Gabrielle Chanel launches the iconic 2.55 quilted handbag, naming the style after the date of its creation. Combining leather and gold chain, she invents a supple new style of shoulder strap that is uniquely strong and light, and that allows a woman's hands to remain free.



1957: 2 tone shoes

- Gabrielle Chanel creates the legendary two-tone slingback shoe. Conceived in beige with a contrasting black toe cap, the novel style creates a uniquely flattering effect, at once shortening the foot and lengthening the leg.



1963: Jackie
Kennedy wore a
Chanel suit





1971

**"MAY MY LEGEND PROSPER
AND THRIVE, I WISH IT A
LONG AND HAPPY LIFE!"**

– Mademoiselle Chanel



1978

CREATION OF READY-TO-WEAR

The House of CHANEL expands with the introduction of its first Ready-to-Wear collection and the worldwide distribution of its line of iconic accessories.

The little black dress
© Jean Pierre Ledos

1983: Karl Lagerfeld



CHANEL

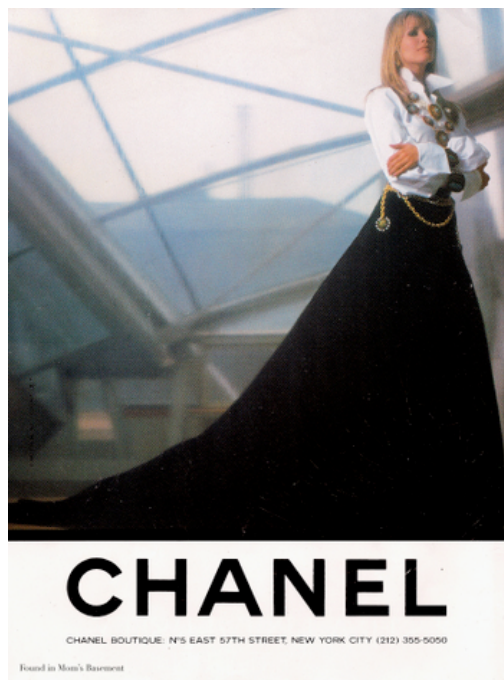


CHANEL
BOUTIQUE


1983

CHANEL





1990s



1997



- March 1997:
Anniversary of CHANEL
No 5
- Chanelle Caldwell was
born!

2002



Chanelle

2009: Mobile Exhibit

- Art Exhibit by 20 different artists, honoring the 2.55 bag.



2005: CHANEL at The Met



CHANEL at the Grand Palais







How Couture is Made



2012

