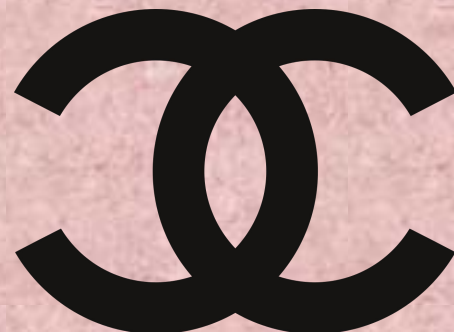


CHANEL



Brief Background about Chanel

- Chanel is a high fashion haute couture brand that specializes in ready-to-wear clothes, luxurious goods and fashion accessories.
- Gabrielle Chanel was the founder of the company Chanel. Who is known as “Coco Chanel”
- The brands products contain of apparel, handbags, fragrance, shoes, accessories, etc.

Target Market, Demo graphics & Psychographics

- It targets both urban male and female audiences aged from 18 to 40 years old.
- Usually wealthy, Stylish and a passion for French fashion.
- Those who have a versatility in clothing.
- Men and women who practice an active lifestyle and are interested in high fashion

Marketing Mix

- Coco Chanel incorporates her timeless silhouettes and materials that have outlasted the evolution of fashion. Coco's unique clothing designs and her style was a result of thriftiness. Her famous "Jersey" which was a stretchy knit fabric, was then most commonly used for men's underwear
- Chanel is known for creating "The Little black dress" which was first out by 1926. Her Classic Chanel suit (1921) & her luxurious boy handbags (2011)



**< "THE CHANEL SUIT"
PRICE POINTED AT
\$2,000-\$5,000**

**"THE CHANEL BOY-HANDBAG
PRICE POINTED AT
\$4,000 +**



1920

1930

1940

1950

1960

1970

1980

1990

2000

**"THE LITTLE BLACK DRESS"
PRICE POINTED AT \$1,000 +**



Chanel Today

- in 1983 Karl Lagerfeld took over as chief designer for Chanel. Like Chanel, he looked into the past as inspiration for his designs. He incorporated the Chanel fabrics and detailing such as tweed, gold accents, and chains. Lagerfeld kept what was signature for Chanel but also helped bring the brand into today.