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Chanel is a french, luxurious company that is known worldwide. Chanel is a high fashion haute couture brand that specializes in ready-to-wear clothes, luxurious goods and fashion accessories. Gabrielle Chanel whom was the founder of the company Chanel, she gained the nickname “Coco” from her young times of being a party girl. She was born in August 19, 1883 in Saumur, Maine-et-Loire, France, and still till this day she is an icon for the fashion industry (A&E television networks). Gabrielle Chanel was not only a designer but a businesswoman as well. Growing up, Gabrielle went through a frugal, dark childhood. She was raised in an orphanage with her mother being dead and her dad having to practically abandon her. Although, being in this orphanage her whole childhood, it might have been the best thing that ever happened to Gabrielle. After being 18 years old and her being too grown to be in the orphanage, she decided to live in a boarding house, in a town where there were only catholic women (A&E television networks).

Years had passed and by the age of 23, textile businessman Etienne Balsan who was his mistress provided her with fancy dresses and luxurious clothing. Later on she had an affair with a man named Arthur Edward Capel. Arthur gave her the opportunity to finance her own hat business in 1910. He placed her in a marvelous hotel in Paris, and financed all her shops. Their affair lasted nine years until his car crash led Capel to his death on December 21, 1919. At the time women's fashion was nothing, until coco chanel gave fashion a name and inspired tons of women. Women would wear nothing but corsets and tight unflattering clothing. Fashion was

restrictive and women would not eat, barely even breath under their tight clothing. Coco started her own boutique in 1913 which was financed by Arthur Capel. Later on Gabrielle expanded her business and in 1921 she had purchased her own building that offered clothing, hats, and accessories, later on adding her jewellery and No. 5 fragrance. She designed looks on how modern women should look, giving them the confidence through fashion and not have men be the ones to dress them.

Coco chanel continued to create new innovations. In 1926 she created the “little black dress” which was all velvet with a white color, women would wear this particular dress for elegant events, like going to a fancy dinner or going out at night to the opera. Till this day women wear their little black dress for special events. The Chanel suit was also a huge success that was built for comfort that included silk and wool. They both became a hit as well as her chanel No. 5 fragrance. She was the first designer to ever add fragrance in her brand. In 1929 she created her legendary chanel handbag which was inspired by the soldier bags during the time of war. The handbag had a thin strap, allowing the hands to be free.

In 1939 in the beginning of world war II Chanel closed all her shops, stating it was not a good time for fashion, thousands of people were left without a job. After the war ended, Chanel was interrogated about her relationship with Von Dincklage, but she was not charged as a collaborator. Some have wondered whether friend Winston Churchill worked behind the scenes on Chanel’s behalf. While not officially charged, Chanel suffered in the court of public opinion. Some still viewed her relationship with a Nazi officer as a betrayal of her country. (A&E television networks 2017). As time went by people were desperate knowing the fact that her luxurious fragrance no. 5 was not selling anymore along with her products. During 1947

Christian Dior came up with his “ new look” which featured women with waist cinching clothing and padded bras. Chanel was not so intrigued by the ideas of fashion at the moment and what certain designers were putting out, so she decided to come back to the fashion world. Chanel put her the fragrance back, leading her to win nothing but money. She had made approximately 25 million dollars in a year just with the no. 5 fragrance, making her the richest women at the time. By 1954, her shop was back, but unfortunately, it was not welcomed back due to her reputation with the Nazis and for her brand closing for over 15 years. Although British and Americans being her most loyal customers were nothing but delighted to have her back. Coco Chanel died on January 10, 1971, at her apartment in the Hotel Ritz. A couple of years later Karl Lagerfeld took over as chief designer for chanel and continued the Chanel legacy. Chanel’s life story continues to captivate people’s attention.

During the 1980’s, 40 chanel boutiques began to open worldwide. Karl Lagerfeld had respect for Cocos personal preference in her designs, but Karl himself wanted to change up the style and experiment with fabrics and different styles. Handbags were price pointed at 2,000 dollars and dresses starting at 11,000 dollars. By 1984, the launch of the new chanel fragrance was an honor for the founder coco, which was a huge label success and by 1987 the new chanel watch was launched, leading the great favorable outcome to move the chanel offices to the big apple New York City (St james press, 2003).

Chanel is a strong competitive legendary brand. Throughout the decades, Chanel has successfully seemed to attract the young generation. Gabrielle Chanel herself, Marilyn Monroe, Elizabeth Taylor, Jackie Kennedy and Catherine Deneuve were some iconic figures associated with Chanel. Today Twilight star, Kristen Stewart, is one of the faces of Chanel (Adriana 2014). Chanel targets the classy, independent, free spirited, young members of the elite. Being the influential force that it is, it is possible that the brand wants to transfer Coco Chanel's qualities to its models and its target audience (Adriana 2014).

The Chanel brand has always tried to educate people on the history of the brand, about Cocos lifestyle herself and about the brands values. And what better people to educate other than the young generation. The young generation are inspired to learn more about the fashion world, and how has it been evolving since the 1800's. Chanel has targeted both male and female, ages from 18 to 40 years old. The brand targets people who love fashion and luxurious modern looks. These are customers who buy products from high quality. Chanel consumers are heavy shoppers and fashionistas. They are innovators, the first to try new styles, closely follow the latest trends and buy from top designers. This Group can be lured into stores with coupons; however they usually will not buy from unknown brands just to save money. On the same note, they own several credit cards and own investments, usually common stock. They usually buy new cars, preferably luxury vehicles.

As a designer, Coco Chanel gave us fashion and style. She 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. Jersey, a stretchy knit fabric, was then most

commonly used for men's underwear. But it had an elegant drape and its comfortable feel was perfect for Chanel's line of sportswear (Legacy 2014).

The casual knits in Chanel's boutiques were new and exciting for a generation of young women raised in corsets but eager to live active lives. Chanel herself was like the role model of what these women strove to be. These women want to be independent, dynamic, slim and sporty. Her cropped hair and boyish figure became the ideal for many young women, and the straight lines and boxy silhouettes of her designs were tailor-made for that figure. Her own taste in color was also a key element in Chanel's fashion design, in her home and her dress, Chanel looked toward classic blacks, whites and beiges. Those colors were the cornerstone of the House of Chanel, particularly the "little black dress," a wardrobe staple made famous by Coco Chanel in 1926. The little black dress was a short silk dress with diagonal pink tucks as a decoration. Vogue Magazine named it "Ford" and then after it became a huge hit. She succeeded for years with her little black dress, particularly with her classic suit which consisted of a slim skirt and a boxy jacket (Legacy 2014).

Chanel is not only a brand full of history but it also has its importance in contemporary wear. Chanel purses have been very important throughout the years for women, for fashionable purpose and for everyday use, and with exquisite craftsmanship these particular hand bags can last for decades (Louis, 2012).

One of the hottest Chanel bag is the "Boy handbag" that was part of the fall/winter 2011 collection. Although it's one classic looking handbag, these new crafted made hand bags feature a new look of "constructivist" Chanel clasp, it also consist of a different style of chain and adjustable leather strap and is available in various fabrics and colors.(Louis, 2012). Alice Dellal,

she is a model and musician that is the face of the Chanel Boy campaign. With the “Boy handbag” a stylist named Alex stated that Chanel is full of surprises each season, with this handbag it gives Chanel a style of sensibility added with a bit of punk rock.

Chanel as well does beautiful shoes, every year it has always been different unique styles with different colors and fabrics depending the season. They are comfortable and very versatile as i hear most of my peers say that own these Chanel Shoes. There is Chanel loafers, sandals, sneakers, etc. I had never heard nobody give a fuss about the comfort or how durable it might be. Coco Chanel was also an innovator in jewelry, making it modern, fun and suitable for wearing day or night (Louis, 2012). The Maltese cross cuffs, created in collaboration with Fulco di Verdura, are among the most revered and copied pieces in jewelry. Multiple strands of pearls, the iconic interlocked “CC earrings” and intricate flower designs are also Chanel trademarks. The CC earrings are made to symbolize the significance of a woman's beauty and the amazing quality of style and class that is known worldwide for Chanel's pieces .”“It is Coco rock, French rock with a very 18th century frivolity, one that’s been updated with new materials and new proportions,” Lagerfeld says of the line. In my opinion, I love how Chanel can be combined with today's Modern wear giving it a slight touch of classiness.

Moving Forward, Chanel had always inspired us with her versatility on unique fabrics. Her different style of patterns and colors were all unique and classic. But Coco chanel had a passion for silky velvet fabrics. Those two particular fabrics inspired her for her very first dress suits that were custom worn herself at a masquerade part in 1938 (Benjamin F.) This suit was named Watteau and it was made with ruby red silk velvet. The suit was a mix of modern and historical fashion, the suit was specifically made knee-length and it draped beautifully in a

woman's figure showing off her waist. The reason why it was named Watteau is because the garment was worn by a male in a painting made by the painting artist named Jean-Antoine Watteau (Benjamin F.). Another detailed Fabric that Coco used in her garments was silk chiffon, this lustrous fabric featured in all of her coats and dress ensembles. The chiffon jackets had floral patterns tailored into the fabrics. All the perfection from the tailoring, to the structure of her apparel lead to her famous Chanel suit which later on came. Her famous Chanel suit was made of solid or tweed fabric, the suit was two pieces. The suit came with a slim skirt and collarless jacket trimmed in braid, gold buttons, patch pockets, and a gold colored chain sewn into the hem (Benjamin F).

One of the many strengths of this brand would be having the rich and upper middle class people to be the main consumers who are the most attracted to this luxurious brand, these are people who are earning substantial amount of money per year. The more that they are loyal to this brand their revenue keeps increasing drastically. (Wakib 2012). Chanel produce both men and women products. For women Chanel produces different styles of handbags, dresses, shoes, jewelleryes, bikinis, skin cares, make-up which is even sold now in Sephora and perfumes which you can purchase in Macy's, Bloomingdales etc. For men it includes watches, perfumes, jewelleryes, shoes, apparel etc. One weakness that you can say Chanel has is having lack of products. This brand spends loads of money advertising its brand on magazines and television that all of their high quality products are barely being sold in all of their locations. Chanel's prices tend to be very high, having to start their watches at 1,000 dollars and handbags, its network has estimated to be 19 billion plus. I can say that if their products are going to be as highly advertised, that they should be willing to provide their consumers with every product

within the store, and not having limited of stock within one item. We can say that every brand has their competitors including Chanel. Chanel's main competitors would be Prada, Christian Dior, Valentino, Hugo Boss, Louis Vuitton, Gucci, Burberry, Versace, etc. All of these competitors are in the same business providing similar kind of clothes and accessories that can reduce Chanel's market share. Chanel's products may be way over priced for somebody's budget, especially for the lower middle class and that lowers the brands consumers.

Chanel is a legendary brand that is filled with so much history. This brand inspires me and many other people around our globe. The Chanel brand shows sophisticated elegance in every piece of work that they do. When I see the designs and the fabrics being tailored into these garments it gives me a peek of how fashion was then in the 1900s. Her designs and styles take me back in time in a romantic world where women would show independence through their fashion sense. This is a brand who has been living for years and continues to inspire women by making them feel independent by what they wear. Once you are in a Chanel suit, or own any kind of Chanel product, you are stuck on it. I personally own the Chanel No. 5 Fragrance. My first time purchasing this amazing fragrance was in 2013, when I automatically got a lot of compliments and questions on what fragrance was it. Ever since, I been a loyal Chanel Fragrance buyer and have purchased this perfume every year. See, Chanel is not just another luxurious fashion brand. It's a philosophy, a state of mind, a statement, a label, worn with pride by many women and men. One of the reasons why I can say the brand still exists today and is growing strong is because like many designers nowadays including Karl Lagerfeld, Chanel intellectualised fashion, turning it into something conceptual, something more important than just clothes, which reflected her values of freedom, equality and egocentrism (Celia, 2009).

One can say that Chanel products are made to high standards, they tend to last, and they involve a degree of craftsmanship. As well as Coco, who was a remarkable woman and her legacy deserves to live on, as it does with Lagerfeld's help.

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