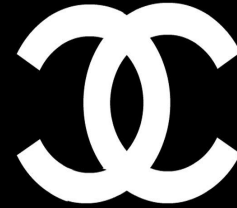
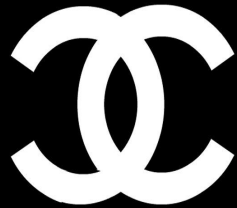
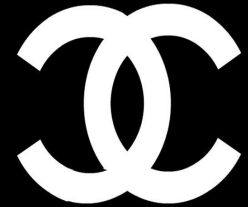


GABRIELLE BONHEUR COCO CHANEL

By: Grace Nunekpeku





First known representation of CHANEL N°5 perfume by famous sketch artist of the era, Sem, 1921.

The entrance to the Chanel boutique at 31 Rue Cambon.



1910

At the age of 27, Coco Chanel opens her first store at 31 Rue Cambon in Paris. The store was called “Chanel Modes” and only sold hats. The store rapidly grew a clientele of glamorous European actresses who took admiration to the “simple, elegant style of its proprietor”.

1921

Coco Chanel launches her fragrance Chanel No. 5.

1924

In 1924 Chanel launched her first cosmetic line, which included face powders and lip colors. In the same year she introduced her signature tweed suits. She discovered the tweed fabric which was traditionally a masculine fabric in Scotland.

(Haute history, 2020)

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1945

In 1945 Coco Chanel was forced to close all of her boutiques except for the one located on 31 Rue Cambon due to World War 2.

1955

After World War 2 Chanel introduced the famous quilted bag (VOGUE, 2013).

1957

In 1957, Coco Chanel came out with yet another iconic Chanel piece; the two tone shoe.

1978

Coco Chanel remained a couture house in the classic mode until 1978. By that year, the house introduced ready to wear which became available globally.

(Haute history, 2020)

Inez and Vindooch for Chanel.



Chanel Slingback, Vargas, 2020.





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(Haute history, 2020)

Karl Lagerfeld by Pierre et Gilles. "For your eyes only", 2013.



Christy Turlington donned the ultimate Chanel cocktail attire at the Haute Couture Spring/Summer show in 1992.

1983

In 1983 Karl Lagerfeld becomes the new artistic director of Chanel. He became responsible for designing all the haute couture, ready-to-wear and accessory collections.

2005

In this year, New York's Metropolitan Museum of Art honoured Chanel with a dedicated exhibition. This was a rare occasion because exhibition were only given to few designers that contributed to fashion history.

(Haute history, 2020)

Chanel's Mobile Art Exhibit, Lester 2008.



2008

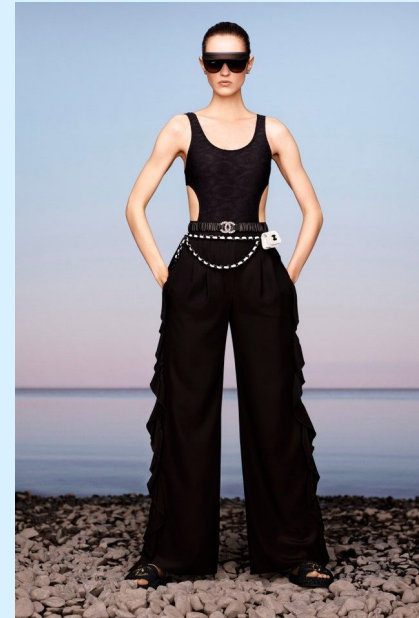
In 2008, Chanel associates itself with Zaha Hadid to create a travel exhibition. The exhibition featured artwork inspired by Chanel's quilted handbag. Before it was donated to the Arab World Institute in Paris, the exhibition made stops in Hong Kong, New York City and Tokyo.

(Haute history, 2020)

2020

Due to the corona virus pandemic, Chanel launched their Resort line strictly online and became the first in the house's history to be presented solely in that matter in 2021.

(Haute history, 2020)



Chanel Resort 2021

At the age of 27 Coco Chanel opened her first store at 21 Rue Cambon in Paris. Not too long after she opened another store in the resort town of Deauville. Till this day the store at 21 Rue Cambon remains the brand's headquarters (Haute History, 2020).

In May 5 1921, Coco Chanel introduced the fragrance Chanel No 5, and in 1922, Chanel 22 was introduced. Despite the severity of World War 2 that took place from 1939 to 1945, the perfumes continued to be in high demand, particularly with American soldiers that bought them as gifts to send home (BBC,2011).

In 1924 the tweed suit was introduced after the fabric was discovered by in Scotland with the Duke of Westminster. Originally known as a masculine fabric, Chanel took brought about a feminine take on the textile and make it the new uniform for modern women (Haute History, 2020).

THE HIGHS



Coco Chanel during a working visit to Los Angeles, in 1931. PHOTOGRAPH © 1931 LOS ANGELES TIMES; DIGITAL COLORIZATION BY LEE RUELLE.

THE LOWS

Coco Chanel faced some hardships in the 1930's. Due to the great depression, she was forced to closed down her shop and fired all of her employees after France declared war on Germany.

She tried to shine a new light on women's fashion and faced many challenges in this new venture. She struggled to secure finances, finding new staff, workers and new fabrics. She also strived against a new generation of designer like Christian Dior (Krick, 2004).



Mademoiselle Chanel by Mike de Dulmen ©
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Alexandria Carlier, La Maison Chanel
Debyoo



The differentiating characteristics (USP) of Coco Chanel.

USP: Chanel is a leaders in haute couture and ready to wear clothes (MBA Skool Team, 2020).

Chanel products are made with high quality material and handled by top class craftsmen in the industry located only in Europe.

Chanel characteristics differs from other brands because it adds historical and avant- garde artistic work to its products, allowing the brand to stay true to its identity while allowing it to continue to stay consistent when it comes to modernization (Fang, 2014).

Catherine Deneuve appears in a 1975 Chanel No. 5 campaign Courtesy of the Richard Avedon Foundation



One piece of advice I would give Virginie Viard (the marketing director of Chanel) is to stick with the historical values of the brand as they communicate with a clear vision, the future plans it has in store.

Jerry Hall in Chanel Haute
Couture. Bazaar, 1986



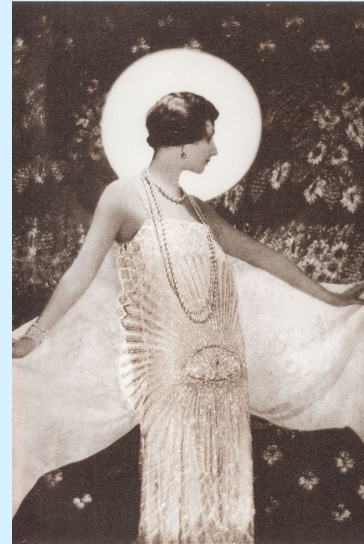
Marilyn Monroe dabs on
Chanel No. 5 for a photo
shoot. Bazaar, 1955



Naomi Campbell in a colorful tweed
jacket with nothing underneath,
complete with a massive cross
necklace and feather hair accessory.

Bazaar, 1992.

A white mousseline dress by
Chanel in BAZAAR, 1925



Inès de la Fressange, exclusive
house model to Chanel, posing in
Chanel's apartment. Bazaar, 1984



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