

Coco Chanel is one of the most famous fashion designers from the roaring twenties era. Known for the Chanel brand empire, Coco reinvented fashion staples and values numerous times, her signature interlocking C's and Chanel is one of the world's most iconic brands to this day. Her most artistic influences were the creation of the small black dress, her No.5 Chanel perfume and the Chanel suit. The signature small black dress, an essential part of any female's wardrobe, had risen to the popularity levels of the Ford car in the time. Her infamous perfume, Chanel Number 5, brought Coco her world recognition and fame, being the most sold perfume to date. She was a prominent figure in pushing the progressive professional femininity movement. Coco believed in women gaining power and confidence from fashion, especially coming out of the somber and sad times of war. Coming out of the World War I era, Coco's innovation pushed the military, somber look from the previous era with continuous redefining, empowering trends that led the fashion industry trends. She along with the other fashion innovators of times, had a bigger goal in not only reanalyzing fashion and its societal values, but also that of how it can influence culture and change the overall sentiment of the times. She was a trendsetter and forward-looking innovator who drove and pushed the fashion boundaries to places it never went before. She placed a high value on using fashion as a form of expression and art, in allowing for women to gain individuality, respect and power while always looking beautiful and picturesque.

Born after Coco in the Thirties era, Elsa Schiaparelli, also reimagined the boundaries we had within fashion. Elsa had a beautiful sense of couture; she saw fashion as purely a form of art and she was very expressive. Schiaparelli believed in using fashion to express feelings, emotions and ideas, much in the same ways that Picasso and Michelangelo tried to express from their famous paintings. Along with Coco, she pushed away from military inspired looks from the previous era and innovated marvelously into new fashion. Elsa truly believe that fashion was one of the best ways for women to express identity and seek equality. From her pioneering uses of unheard-of fabrics such as rayon, to her magnificent collaborations with greats such as Dali in her Lobster dress or her creative recreation of classical paintings into beautiful jaw-dropping evening gowns, Schiaparelli was always expected to push beyond barriers that people even think of, while always guaranteeing an ingenious piece of art. Her looks were very vibrant and provocative, while also paying homage and drawing inspirations from previous great works of arts from before her time. She was big on cultural appreciation or appreciation of that which inspired her, and always sought out ways to show this admiration through her looks and works. She used her talents from her fashion creativity to eventually work as costume designer for Hollywood films, while also showcasing her beautiful pieces. This connection between film and fashion gave Elsa a bigger platform to express and unite the fashion with the narratives of the stories or sentiments of the time.