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**Extra Credit: Michael Kors**

Michael Kors is well-known for his aesthetics that are both timeless and stylish. His style and name are branded on his apparel, accessories, and other fashion things. Accessories are important when it comes to finishing a fashion look, and Michael Kors was a master of the touch. His company's history is built in classic designs with a glamorous style that mixes fashionable elegance and a sporty attitude. His success is largely due to his choice to appeal to the middle-class working lady by offering reasonably priced clothing and accessories while maintaining the designer and haute couture appearance of other high-end fashion businesses. When I compared Kors' work to that of other designers who may work well with his accessories, I felt that his signature range of luxury bags, all extremely exquisite and sophisticated, would pair wonderfully with the styles and designs from. Michael Kors materials and craftsmanship lead to a high quality product. His bags are made of the highest quality Saffiano leather, patented by Prada. Saffiano leather is not painted leather, but a coating that looks like the color of the bag. Michael Kors bags have competed in every way, including celebrity. His success may be ascribed to a number of factors, the most important of which is Kors's personal awareness and control over his brand's place on the global fashion scene. On America's major streets and residences, Kors is recognized for its emphasis on quality, clean and simplistic aesthetics, and exclusivity without a separate price tag. There are currently 311 stores in the United States.

Gabrielle Bonheur "Coco" Chanel

Gabrielle Bonheur "Coco" Chanel was a French fashion designer and businesswoman. The founder and namesake of the Chanel brand, she was credited in the post-World War I era with popularizing a sporty, casual chic as the feminine standard of style.

Some say that **the name comes from one of the songs she used to sing**, and Chanel herself said that it was a "shortened version of cocotte, the French word for 'kept woman,'" according to an article in The Atlantic.

When was CoCo Chanel born? August 19, 1883

What is CoCo Chanel famous for? Trademark suits and little black dresses

What is CoCo Chanel's full name? Gabrielle Bonheur Chanel

What did CoCo Chanel's father work as? A peddler

Where was she raised? In an orphanage

What nationality is CoCo Chanel? FRENCH

Where was CoCo Chanel born? Saumur, France

What was CoCo Chanel taught to do when she was in the orphanage? She got taught to sew

What did CoCo Chanel do for a living before she was a designer? She was a singer

True: CoCo Chanel was a nurse in World War 2-

What year did CoCo Chanel launch her first perfume and introduce the Chanel suit and the little black dress? 1920's

What year did CoCo Chanel open her first clothes shop? 1910

What did CoCo Chanel once say? Luxury must be comfortable, otherwise it is not luxury

Who was CoCo Chanel raised by? NUNS

Where did CoCo Chanel perform when she was a singer? In clubs in Vichy and Moulins

## **Karl Lagerfeld**

What are Lagerfeld's professions? fashion designer, photographer, publisher, designer, film director

What was Lagerfeld's birth name/birthday/why he changed his name? Karl Otto Lagerfeldt in 1933, changed to Lagerfeld because it's more commercial

What designers did Lagerfeld work for before Chanel? Balmain Jean Patou, Tiziani, Chloe (freelance), Fendi, theater costumes

Besides rejuvenating Chanel, what else is he famous for? his own line, working for Chloe, Karl Lagerfeld at H&M

mass market interest

Why has Karl Lagerfeld been successful for so long? sense of image, style, allure-> strong, visual identity understands, appreciates, and adapts to fashion

Karl by Karl Lagerfeld- RTW men's collection

Lagerfeld Collection, Accessories, Eyewear, Perfume Lines "fashion for the nose"

What does Karl work on outside of the fashion industry?- A collection of tableware with the Swedish crystal manufacturer Orrefors, A co-branding initiative with Coca-Cola, The design of writing instruments and lighters for S.T. Dupont

A ready-to-wear capsule collection and accessories for Hogan

**Christian Dior: Place of birth; Normandie**

**What did he study? Political Science**

**Where did he live? Paris**

**Art Gallery, but fails**

**First Design Jobs? Piguet and Lucien Lelong**

When did he open couture house ?1946

What is the name of his signature look ?New Look in 1947

His signature look: hour glass figure, back to femininity, use much fabric, pleats, decoration, longer skirts, elaborated designs on evening dresses , "Bar" Jacket

Inspiration: Worth, Middle Ages, Artificial Silhouette, Edwardian Age, A-shape for pregnant women

First perfume: Miss Dior

What did he first ?licence his products

