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Term Project

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Introduction

The boutique CZay has chosen Chanel, Yves Saint Laurent and Christian Dior to be a part of the company. These brands fit perfectly for the brands aesthetic as they all focus on women's fashion. Chanel, Dior and Laurent all started off first with women's apparel then expanded their creative horizons onto women's accessories along with perfumes. Another main contributing factor includes the fact that these three designers have either been inspired by or have worked with one another. Christian Dior was influenced by Chanel's designs and Saint Laurent worked with Christian Dior as a design assistant. From the Little Black Dress to the Trapeze Dress, one can see the evolution in women's fashion yet one thing remains constant- elegance and class. The exact brand image that CZay boutique is trying to create and maintain. Making such great designers work available to women of all sizes that have access to varying disposable income levels.

Coco Chanel

Chanel started her career as a singer at the cafe La Rotonde which is where she got her nickname "Coco." With the help of her love interest of the time, she opened up a shop in 1913 where she displayed her designs which led to popularity after the outbreak of WWI. From 1920 to 1923 her designs had Russian influences. After which she simplified her designs and began the international trend towards shorter hemlines. In 1921 she launched her first perfume, Chanel No. 5. She based her designs on men's clothing and sportswear. Some of her most prominent contributions to the fashion industry along with the little black dress and her signature scent include the woman's suit, the quilted purse, and costume jewelry. From 1920 to 1923 her designs had Russian influences. After which she simplified her designs and began the international trend towards shorter hemlines.

In 1921 she launched her first perfume, Chanel No. 5. She based her designs off of mens clothing and sportswear. Jewelry also played a vital role in Chanel's life as she believed that the role of it was to adorn garments not to show off wealth. In 1928 she introduced diamond paste jewelry and in 1929 offered "gypsy" necklaces. By fall of 1929, her sports costumes were still slim but longer, with hemlines reaching below the calf. Chanel had designed black dresses as early as 1913 but they did not gain momentum until the 20's with the rise of the Flappers following WWI (Haye, 2020). Her designs had a lasting impact which strives to date as companies are influenced by her creations. She impacted the likes of designers Vera Maxwell and Christian Dior. Along with contemporary stores

Some notable awards that Chanel received include her being declared the first fashion designer to ever be on Times list of 100 most influential people of the 20th Century. Her fragrance, Coco Mademoiselle became the first fragrance in history to win the prestigious FiFi award which is equivalent to the Oscars in every country in a single year. Gabrielle "CoCo" Chanel was inducted into the 2012 FiFi Hall Of Fame. Along with the Neiman Marcus award, Dallas, 1957; *Sunday Times* International Fashion award and The Neiman Marcus Award for Distinguished Service in the Field of Fashion.

Without a doubt Chanel has had a lasting impact on the fashion world as her styles are still worn and imitated till date. Allowing her to be recognized as one of the "great" designers. She had the ability to know what women wanted to wear before they themselves did. Her designs were both liberating and youthful. Chanel is a highly renowned luxury brand as it is exclusively sold at Chanel boutiques along with its official website. Her products are not accessible at outlets or at discounted prices which adds onto the exclusivity of the brand. One of the very few ways one can attempt at scoring Chanel products at lower costs is by purchasing pre owned products.

If Chanel's designs are desired yet not in purchasing range, one can go to Chanel inspired stores such as Shein and Forever 21 in order to attain the fashions set forward by the brand.

Christian Dior

Christian Dior was born on January 21st in Granville on the coast of Normandy in 1905, supported by his father's highly successful fertilizer company, his family moved to Paris when he was a boy. Dior had an immense passion for art and hoped to become an architect but his father had hopes that he would become a diplomat. Dior became enrolled in political science at the École des Sciences Politiques and after graduation opened a small art gallery with financial support from his father as long as he didn't use the Dior name on the gallery door. After his father's business collapsed financially he had to find new ways to make money and he began selling sketches of designs to newspapers, he was later offered a job as a design assistant to Robert Piquet, a Swiss couturier. A year later, Dior served in the war as a French officer and when he returned to Paris he was hired by couturier Lucien Lelong. At Lelong's design house they would dress the women of Nazi and French soldiers, he worked alongside Pierre Balmain. After the success of Balmain's couture house, Dior was inspired to start his own house with the financial influence of "the cotton king of France," Marcel Boussac (Font, 2011). Boussac's factories were standing still after the war, creating a fashion house was an ideal situation for him to get his factories back in production, he asked Dior to design for Philippe et Gaston but Dior wanted to start fresh under his own name. Boussac agreed to Dior's terms and was on board for finance, thus beginning The House of Dior. After making his name among elite Parisian women, he released his first dress collection.

In 1947 Dior released his first collection, presenting 90 different looks, titled "Corolle," denoting its flowerlike silhouettes (Martin & Koda, 1996). This collection was coined by Harper

Bazaar editor Carmel Snow who referred to it as the “new look.” His designs went against the war time fabric rationing styles and used many extravagant fabrics and luxurious textiles, he used a lot of fabric. This look was identified by its rounded shoulders, cinched in waist, curved hipline and a fuller skirt with a longer hemline (calf-length); this look was radically different from the previous war time styles. The new look also put Paris back on the map for fashion because people were beginning to buy luxurious clothing again and it made the textile industry flourish. Dior explained his collection, “As a result of the war and uniforms, women still looked and dressed like Amazons. But I designed clothes for flower-like women,” (Parkins 2012). This look revolutionized women’s dress because the limitations on fabric no longer needed to exist; He brought beauty back to the fashion industry and designed clothing with the ideals of creating fashions that emphasized the curves on a womens body. The major difference between prewar designs and the New Look is the shift from masculine clothing to a more feminine look.

An iconic image from this collection is the “bar suit” showing the style of the new look (Maywald, 1947). At first it wasn’t accepted and women actually protested (little below the knee club) because the new look would cover their legs and because of the amount of fabric being used, once the wartime fabric shortage was over it was accepted and it became revolutionary to women’s dress. The new style of dress wasn’t just about the dress itself but also about the accessories you would wear along with it, these dresses were worn with sheer stockings, dainty high heeled court shoes and long gloves; the full skirt was balanced by a large brim hat framing the face. Society was starting to take shape again after the war and Dior’s designs reflected the change.

Among his success with the new look, he continued to be successful throughout the 50s until his death in 1957. The new look came at a time following the war, men were back home

and ready to work and women were back to doing their womanly duties again (cooking and cleaning) this reflected the social position of the women following the war. Christian Dior re-established the need for haute couture and made women excited about dressing up again, his look started the new wave for dress aesthetics in the 1950s and the feminine form. Women spent their existence catering to their men. Females in the 1950s were there to attend social gatherings and parties; they were constantly trying to further their husband's career and make them look better. Following the likes of Coco Chanel, Dior created a perfume line which later introduced his international licensing agreements; Dior began to establish his trademark which would become visible on fashion accessories such as handbags, gloves, jewellery, etc.

Christian Dior turned fashion into news, all of his collections made the front page. His designs were always sought after by the press and made women envious if they didn't wear the styles themselves. He was a huge contributor to the idealistic styles of the 1950s flattering and emphasizing the female form at every turn. Dior's fascination with structure (dating back to his hopeful architect days) stands out in his later released collections; for example the A-Line collection in 1955. The "A-line" was a skirt that was cinched at the waist but gradually widened towards the bottom, it was considered to be the most wanted silhouette in Paris. This silhouette later inspired Yves St Laurent with his Trapeze Line in 1958 and many other designers. Dior also created the "Y-line" and the "H-line" collections; the H line collection was a slender tunic suit with a slim skirt.

Undoubtedly, Christian Dior has made a significant impact on the fashion industry and without him the direction that fashion took for women may have been vastly different. Dior brought the idea of haute couture back and re-established Paris in the fashion world after it was almost destroyed during the war. He was a designer that believed fashion should be glamorous

and should emphasize the female form; he brought the fashion world out of a dark place and made it luxurious and beautiful again. Without the help of Christian Dior and his revolutionary outlook on post war fashion we may have never seen the shift back to the feminine form. Dior undeniably viewed fashion differently from the beginning with his love for art and how he would transmit that into his designs, he wanted his women to look like flowers and he wanted them to feel feminine again. Christian Dior will go down in history as being the man to revolutionize fashion and accentuate the female form when the fashion industry needed it the most. Contemporary designers that fit Dior's aesthetic include Romwe and FashionNova as they cater their designs towards women with fuller body shapes.

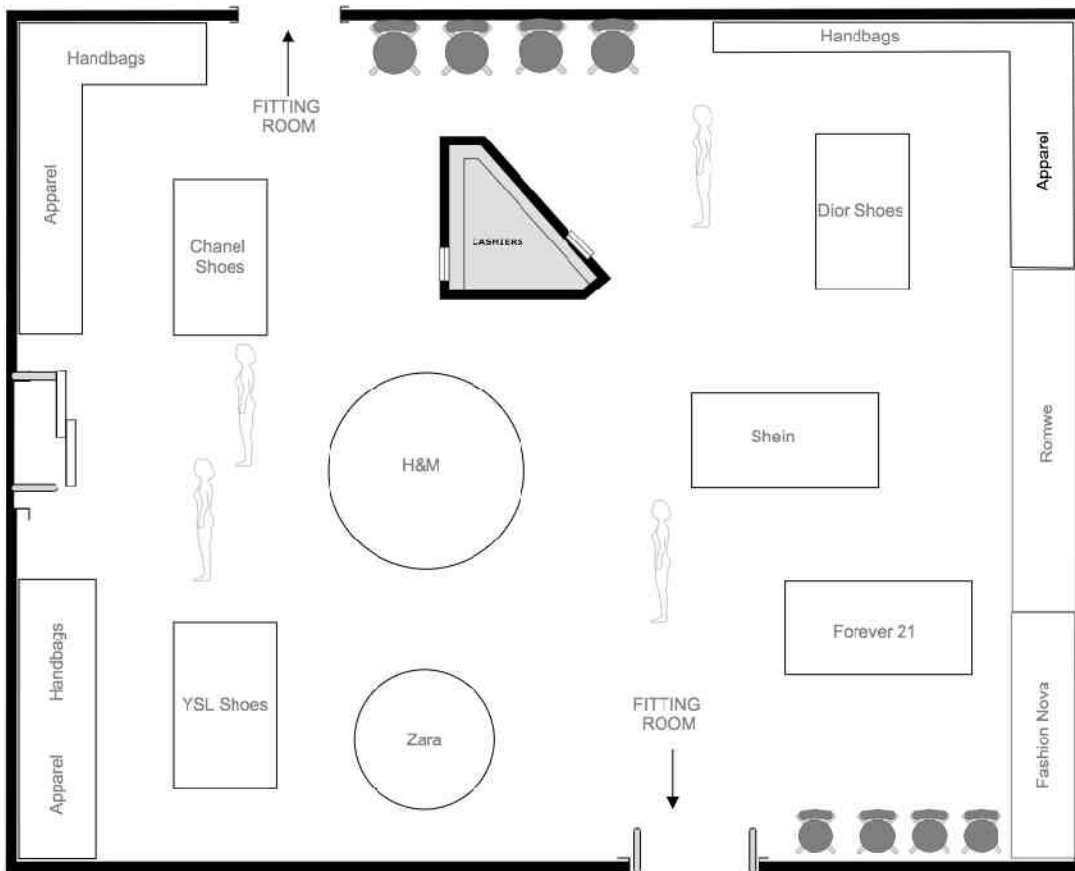
Yves Saint Laurent

Yves Saint Laurent was born in Oran, Algeria on August 1, 1936. He passed away at the age of seventy two in Paris on June 1, 2008. His career started really young as he left Algeria at the age of seventeen to study art in Paris. In 1954 he shared his first award with designer Karl Lagerfeld in an International Wool Secretariat design competition. A year later he was hired by Christian Dior to work as a design assistant. After Diors passing in 1957, Laurent took over the company as head designer. In 1960 he was called into military service but was discharged after three months after suffering from a mental breakdown. The following year he got back up on his feet to create his own couture house with his at the time love interest, Pierre. Laurent released his first collection in 1962 which took off and gained popularity almost instantly. In 1983 The Costume Institute of the Metropolitan Museum of Art dedicated a 25-year exhibition of his work. Earning Laurent the honor of being the first living designer to be honored. Saint Laurent sold YSL for \$650 million in 1993. Leaving Tom Ford as the creative director. In 2010 a documentary was created on the life of Saint Laurent in order to honor him.

Heidi Slimane became creative director in 2012. She changed the brand name to Saint Laurent. The company label Yves Saint Laurent is still written on the brands skincare, makeup and fragrances. Products under the Saint Laurent brand may still display the YSL logo such as the handbags and belts but the whole company name is no longer spelt out as Yves Saint Laurent. That is strictly reserved for the meticulously crafted beauty lines.

Some of his main contributions to the fashion world include the Trapeze Dress which was introduced in 1958. Along with the Pea Coat (1962), Smoking Jacket (1966) and the Safari Jacket in 1967. His designs are eternal because they usher elegance and class. Which is relevant in all periods throughout history including all days to come as all women aim to achieve the high class brand image of companies such as Saint Laurent. The company as a whole incorporates edgy and trendy clothing that appeals to varying generational groups. Which makes the brand more accessible to the masses. The diversity of products offered increases the appeal as they cater to individuals with distinct fashion styles. Saint Laurent as a whole has recently gained more popularity as many fast fashion stores such as H&M and Zara have begun to replicate the designs. Allowing for the democratization of fashion. Further increasing the desire to attain Saint Laurent's luxury goods.

Boutique Layout












Aesthetic Inspiration












Merchandise

Accessories

Chanel			
Shein			
Forever 21			

Saint Laurent			
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H&M			
Zara			

Christian Dior			
Romwe			
FashionNova			

Apparel










Chanel			
Shein			
Forever 21			

Saint Laurent			
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H&M			
Zara			

Christian Dior			
Romwe			
FashionNova			

Shoes

Chanel			
Shein			
Forever 21			

Saint Laurent			
H&M			

Zara			
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Dior			
Romwe			
FashionNova			

Fortnight Festival Coming to a CZay Boutique Near You Ft. Chanel, Dior, YSL and More!

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What is Being Displayed?



- Promotion will be held on
 - ❑ 613 5th Ave, New York, NY, 10022
- Dates for Promotion
 - ❑ June 20, 2021- July 5, 2021
- Who is being promoted?
 - ❑ Chanel, Prada, Saint Laurent, Forever 21, Shein, Romwe and FashionNova
- ★ Special promotion: Free designer face mask with purchases of 250+ and 10% of earnings donated
- ★ Shop designer outfits and if your budget is holding you back, worry not! This 2 week promotion will allow you to wear designer trends without breaking your wallet.
 - Products offered

- Apparel
- Bags
- Shoes



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