

The Career of Virgine Viard

Sunny K Lee

The amazing Virgine Viard was born in 1962 and grew up in Lyon, France. Her inspiration of fashion all started with the influence of her grandparents whom worked as silk manufacturers. Viard studied Theater designed and assisted with costume design and this is where her journey began In the world of fashion. In 1987 she joined Chanel as a Intern and worked couture embroidery as Karl Lagerfeld suggested and this is how Viard and Lagerfeld build their tight bond. While following her dreams as a costume designer she landed a role at Chole where she created costumes for the movies “Three Colors: Blue in (1993) and “Three Colors: White” (1994). Viard build such a deep connection with her work ethic she was named Karl Lagerfeld “Right arm and left arm”. Not to mention in March 2019 she was named his “successor” at Chanel and debuted her first fashion house.

“In the early 2000’s Virgine moved to ready to wear which was a quick shift in her career as she settled down as the The director of fashion creation studio, Viard is also the artistic director of fashion collections, including haute couture, ready-to-wear and accessories. It is the first time a female designer is at the helm of the luxury house since its founder, Gabrielle Chanel”.

<https://www.businessoffashion.com/community/people/virginie-viard>

Viard was announced director of Chanel Feb 2019, worked closely with Karl for over 30 years were the highlights of her fashion career. As she directed Chanel fashion house she was in charge of the haute couture, ready-to-wear, and accessory collections at Chanel's design studio.

“Virginie loves luxury in clothing—the craftsmanship, the beauty,” Wright says. “But she’s always been incredibly practical” (Bowles,2020)

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“Viard’s trajectory has taken her from Lagerfeld’s invaluable Chanel studio director—he famously described her as “my right arm...and my left arm”—to, following his death in February 2019, the creative director for the brand, in a transition of such seamless elegance that it might have been constructed in the house’s fabled haute couture workrooms. If fashion’s chattering classes were expecting the famously private Wertheimer family, who own Chanel, to install another boldface name to replace Lagerfeld, there were plenty of clues to indicate that they would opt for continuity and reward experience and expertise” (Bowel,2020).

In my opinion, Viard was a fashion sponge. As a young intern in a big fashion house such as Chanel, a working family in the manufacturing business, working closely with an Icon Karl for over 30 years Ms. Viard ment big fashion business. She always put her best foot forward in any situation. Humbly she climbed the latter and paved the way for her future. Knowling her family had such a big influence she had so many people around her to make her a better fashion student. With her mother teaching her how to sew garments, prepared her for big things to come her way. Using materials from her grandfather's textile factory, Nirvana and a friend created a label and made clothes. She had advantages and a head start more than others and she utilized all the resources around her to create her household name.

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Cobijn, A (2020) *Virgine & her Son* image 1



Benoit, P (2021) *Viard, fitting model Malika Louback in a look from Chanel's spring 2021*

Image 2

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Vogue (N/A) *Viard and the late Karl Lagerfeld, whom she first joined at Chanel as a studio intern.*

Image 3

Reference List

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Bowles, H. (2020, November 24). *Virginie Viard, the Woman Behind Chanel's New Chapter*. Vogue. <https://www.vogue.com/article/virginie-viard-chanel-new-chapter>

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