



CHANEL
31 Rue Cambon, 75001 Paris, France

For Release: 03 October 2017

Contact: Wendy Tupacyupanqui
Phone Number: +31-145556000

DRIPPING IN CHANEL
CHANEL SPRING 2018 READY-TO-WEAR 2018

The House of Chanel would like to announce their touring water falls in this years Spring Ready-To-Wear 2018. We bring the inspirational scenery of cliffs and waterfalls, join us at the Grand Palais, Paris, France. Atmospheric and endorphin contribution to bring together the experience. This years collection is inspired by water although none of the deigns give it off easily.

Let the natural energy take you on a soothing catwalk. The forever innovation Chanel introducing forwards looking fashion with a blend of classic couture. The smell of fresh water and winds will vibrate through your body hitting the models at every strut.

MORE

Experience the transparency in this collection incorporated with classic fringe in a disco era revival. The jewelry glitz overlaying natural-looking textures (Mower, 2017).

This years fashion in Paris has been inspiredly the retro 60's and 70's. Chanel's Spring 2018 runway designs are all about plastic coats and caps. Not straying far from the classic Chanel couture look, color is making an impact on how we connect the fabric to everyday use. Vibrant blues and greens swell as pastel cool colors of light value are shown throughout the runway. Fringe adds a layer of rugged and youthful edge. Different fabrics have been used to bring this fashion to life.

Models have the thigh high shoes and accessories to perfectly match, transparent bags are making a comeback. The collection incorporates asymmetrical designs, as well as layering different fabric finishes. Mouths will water at the end of the fashion show. Come join us and drip of Chanel.

#####



DESIGNER: KARL LAGERFELD

Business of Fashion (2017) states the biography of now Chanel designer Karl Lagerfeld as,

“Karl Lagerfeld is one of the fashion industry’s most decorated designers. He currently helms Chanel’s ready-to-wear and couture lines, designs for his own label, and collaborates with Silvia Fendi to create Fendi’s ready-to-wear collections.

Lagerfeld was born in Germany. Initially educated at St Anne’s school, following his family’s emigration to France Lagerfeld completed his education at Lycée Montaigne, where he focused on drawing and history.

Lagerfeld was hired as Pierre Balmain's assistant after winning the coats category in a design competition sponsored by the International Wool Secretariat in 1955. In 1958, after three years at Balmain, he moved to Jean Patou where was involved in the design of ten haute couture collections. Following a brief stint at Tiziano, a couture house based in Rome, Lagerfeld began to freelance for French fashion house Chloé in 1964.

In 1982, the chairman of Chanel, Alain Wertheimer, asked Lagerfeld to design for the house. Lagerfeld told *The New York Times*, “Everybody said, ‘Don’t touch it, it’s dead, it will never come back.’ But by then I thought it was a challenge.” The designer would go on to redefine the house’s codes while paying homage to the Chanel herself, subverting her ideals with his own modern take on her most renowned designs.

Lagerfeld has made cult items of the house’s bouclé tweed, pearls, dual-toned footwear and interlocking C’s for new generations around the globe. In recent years, Lagerfeld conceived Chanel’s métiers d’art, runway shows designed to highlight the craftsmanship of houses such as Desrues, Lesage and Barrie Knitwear, now owned under Chanel’s Paraffection umbrella.

In addition to his design talents, Lagerfeld is also a photographer and filmmaker, and regularly brings Chanel’s heritage to life through film and imagery; he also shoots and creatively directs all of Chanel’s advertising.”



HISTORY

Gabrielle Chanel is born in Saumur, France, on August 19th 1883. *Inside Chanel* (2017) gives a timeline on the birth, growth and thrive of Chanel, Gabrielle Chanel opened her first shop in Paris 1910, she created hats under the brand name "Chanel Modes." In 1913 Chanel opens her first boutique, she design women's sports wear, her line impacted the views of how women perceived themselves physically and health lifestyle.

By 1918 Mademoiselle Chanel now established her reputation opened her first couture house at 31 Rue Cambon in Paris. Chanel reviles their first fragrance Chanel No. 5 opening the doors to more fragrance inspirations. Later inspiring a cosmetic line. Chanel has always been iconic for her take on fabric, she has set multiple trends including two-toned shoes that consist of being and black, two very cuddle but everyday colors. As well as dominating the accessory world with her 2.55 quilted bag, another Chanel classic. In the 1960's Chanel boomed with recognition after celebrities like Elizabeth Taylor, and first lady Jackie Kennedy wear the latest Chanel looks. In 1971 Mademoiselle Chanel Dies but states, "May my legend prosper and thrive." I wish it a long and happy life!"

In 1978 House of Chanel introduced their first Ready-to-Wear worldwide and with it their iconic accessories. In 1983 Karl Lagerfeld is appointed Artistic designer for Haute Couture, and Ready- to-Wear. Designers never stray from the classic couture look Mademoiselle Chanel set fro Chanel. This Classic Couture house has continued to thrive through out the decades incorporating youthful looks with a classic twist.

Resources

Business of Fashion, 2017. Biography. Retrieved from

<https://www.businessoffashion.com/community/people/karl-lagerfeld>

Chanel. (2017). Inside Chanel. Retrieved from

<http://inside.chanel.com/en/gabrielle-pursuit-passion>

Foley, B., October 2017. Chanel FTW Spring 2018. Against a majestic waterfall set, Karl

Lagerfeld paraded clothes inspired by water, though not in an obvious way. Retrieved

from <http://wwd.com/runway/spring-ready-to-wear-2018/paris/chanel/review/>

Holt, B., May 2016. How Karl Lagerfeld made Chanel the biggest designer name in the world.

Retrieved from [http://www.telegraph.co.uk/fashion/brands/how-karl-lagerfeld-made-](http://www.telegraph.co.uk/fashion/brands/how-karl-lagerfeld-made-chanel-the-biggest-designer-name-in-the/)

[chanel-the-biggest-designer-name-in-the/](http://www.telegraph.co.uk/fashion/brands/how-karl-lagerfeld-made-chanel-the-biggest-designer-name-in-the/)

Mover, S., October 03, 2017. Ready-To-Wear 2018 Chanel. Retrieved from

<https://www.vogue.com/fashion-shows/spring-2018-ready-to-wear/chanel>

Wigham, H., May 2011. Karl Lagerfeld. Retrieved from

<http://www.vogue.co.uk/article/karl-lagerfeld>

Wikipedi. Chanel Logo. Retrieved form

https://en.wikipedia.org/wiki/File:Chanel_logo_interlocking_cs.svg