



# CHANEL WINTER 2017

Designer: Karl Lagerfeld x Star Hill

Production: Frank Frias

High Fashion Models: Valerie Gallardo x Zehra Ahmad

## **The Company:** Chanel

Chanel was founded in 1909 in Paris, France by designer Gabrielle Bonheur Chanel. Chanel is a high fashion brand focusing on haute couture, ready-to-wear clothes, luxury products and fashion accessories. Chanel offers women sophistication and class through her high-quality fabrics used to make dresses, blouses, suits, pants and jackets. The mission of Chanel is to portray an image of elegance, grace and style.

## **The Head Designer:** Karl Lagerfeld

Karl Lagerfeld has continued to uphold Chanel's legacy by using traditional elements but still reinventing it for a modern audience. His ability to anticipate and dictate fashion has kept him on top of the industry.

*"You must not stand still, not in life, not in fashion, not in photography."*

-Karl Lagerfeld

## **The Collaborating Designer:** Star Hill

Star Hill is a young up and coming designer. She became a fashion influencer through her Instagram account and blog. Her signature style being sophisticated and sexy. She began to design and sell her collections online. Soon she was being contacted by celebrities wanting her to design one of a kind pieces for events. The Chanel winter 2017 collection is her first collaboration with designer Karl Lagerfeld.

## **Winter 2017 collection: Military Theme**

Since the 1960's designers have been influenced by Military styles. The Chanel Winter 2017 has taken that inspiration and incorporated into their runway and selected garments. Still very high end and sophisticated. A long velvet dark green maxi dress was paired with a black military-style trim coat. A fitted, black dress was paired with a black coat that followed the same military type trim in white. The traditional elements of Chanel are always present with a twist of both designers Karl Lagerfeld and Star Hill.

## **Producer: Frank Frai**

Frank Frai is one of the most in demand producers for fashion week. He books the venues, oversees set construction, lighting, sound system, helps secure models, makeup artist & hairstyles, and plans the seating arrangements. As the producer for Chanel winter 2017, Frank pushed the crew on the shows lighting for a "sultry" rather than "romantic" look. The set is memorable, taking you to the world of military & combat, conveying the message that being fierce and strong is beautiful.

## **High-Fashion Models:**

### **Zehra Ahmed:**

Zehra Ahmed is defined by her unique individual style and personality. Her long dark red hair, thick eyebrows, slim figure and fierce look is what has defined her and made her the model to watch.

### **Valerie Gallardo:**

We have heard of models being scouted through Instagram, local malls, even McDonald's but up and coming model Valerie Gallardo was scouted at a Weeknd Concert while she was enjoying backstage access to meet and greet The Weeknd, Abel Makkonen Tesfaye. This Chanel show will be her first major runway.



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- Chanel Quilted Jacket**
- 100% wool
  - Lining made of polyester
  - Fringe and silver chain trim around the neck
  - Two front pockets
  - Two pearl buttons



- Velvet Green Maxi Dress**
- Fitted to the body
  - Side Slit
  - V-neck
  - A line cute
  - Bold & Sexy



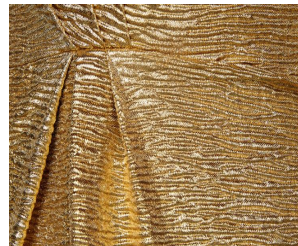
- Tweed Set**
- Two piece set with matching jacket and skirt
  - two front pockets on jacket with white trim
  - Collar also has white trim
  - Made of wool



- Navy Blue Military Coat**
- White embroidery
  - Pearl Buttons
  - High Neck- Collar
  - Long Sleeves
  - Straight Hem
  - Made of Cotton



- Silk Dress**
- Mini length
  - Open back
  - Long, wide sleeve
  - Mock neck
  - 100% Silk



- Metallic Finish Knit Fabric Swatch**
- light-weight
  - soft to the touch
  - In the colors yellow, Green, and black



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