

**Gabrielle
“Coco”
Chanel**



The beginning of HER revolution...

- Born on August 19, 1883
- 2 sisters and 2 brothers
 - Orphanage

“She was a fierce, pretty, and restless girl, and she knew that she was different from others.”

-unknown

Growing up...

- Married twice and used those resources to start up her fashion line in 1910. (Paris)
 - Simple hats first became popular
- The simplistic and stark dress of the nuns and their environment influenced Chanel's designs.
- Soon she was expanding to couture, working in jersey, a first in the French fashion world
- In 1922 Chanel introduced a perfume, Chanel No. 5, which became and remained popular, and remains a profitable product of Chanel's company



Her clothing hit the shelves...

- Coco Chanel introduced her signature cardigan jacket in 1925 and signature "little black dress" in 1926.
- She introduced pea jackets and bell bottom pants for women.
- In addition to her work with high fashion, she also designed stage costumes for such plays as Cocteau's *Antigone* (1923) and *Oedipus Rex* (1937) and film costumes for several movies, including Renoir's *La Regle de Jeu*. Katharine Hepburn starred in the 1969 Broadway musical *Coco* based on the life of Coco Chanel.



The little black dress

The boy-fit clothing

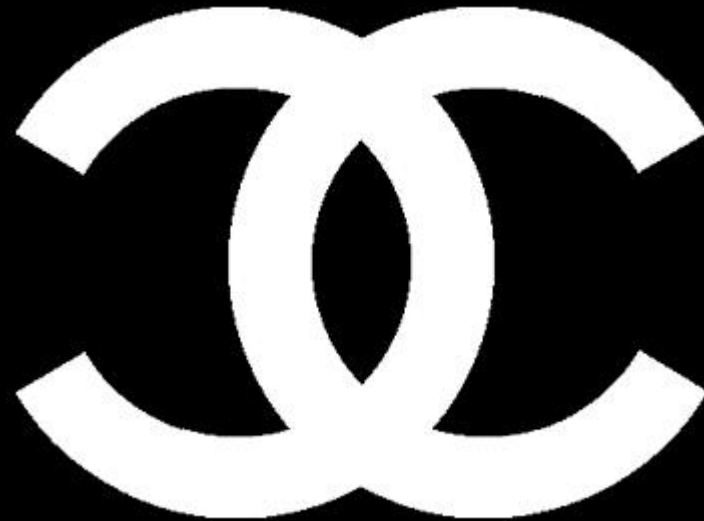


The suit



Coco Chanel's Symbol...

- Her symbol was not original
- The owner of the Chateau de Cremat
- She was instrumental in helping to design the image of the 1920's flapper.



Chanel's Legacy...

- In 1939 after the fall of Paris, Chanel closed her boutiques and spent the next fifteen years of her life living in Switzerland exiled, due to her love affair with a Nazi officer. In 1954, Chanel decided to revamp her '30s designs. Some say that the popularity of Dior's "new" corseted look disgusted Chanel and gave her inspiration that had long been dormant.
 - Chanel's designs flourished and she now was embraced by Hollywood starlets. In fact, Chanel spent much of the '50s and '60s working for various Hollywood studios, dressing the likes of Audrey Hepburn, Liz Taylor and Anne Baxter.
 - very popular, especially in the United States.
 - Passed away -1971
- Prior to her death, a custom Chanel suit or gown fetched as much as \$12,000. In the early 80s designer Karl Lagerfeld took over the Chanel design house.
 - Lagerfeld incorporates modern designs with the already-established classic Chanel look.