

Coco Chanel

FASHION ICON

by Charlize

COCO CHANEL

INTRODUCTION

Coco Chanel was one of the most influential fashion designers of all time, creating iconic fashion pieces that changed the way women dress forever. My report will take you on the journey of her life and share with you why she is regarded as a Fashion Icon, how she changed women's fashion, what were some of her famous sayings and a brief introduction into her legacy, the 'Chanel' brand.

CHANEL



COCO CHANEL

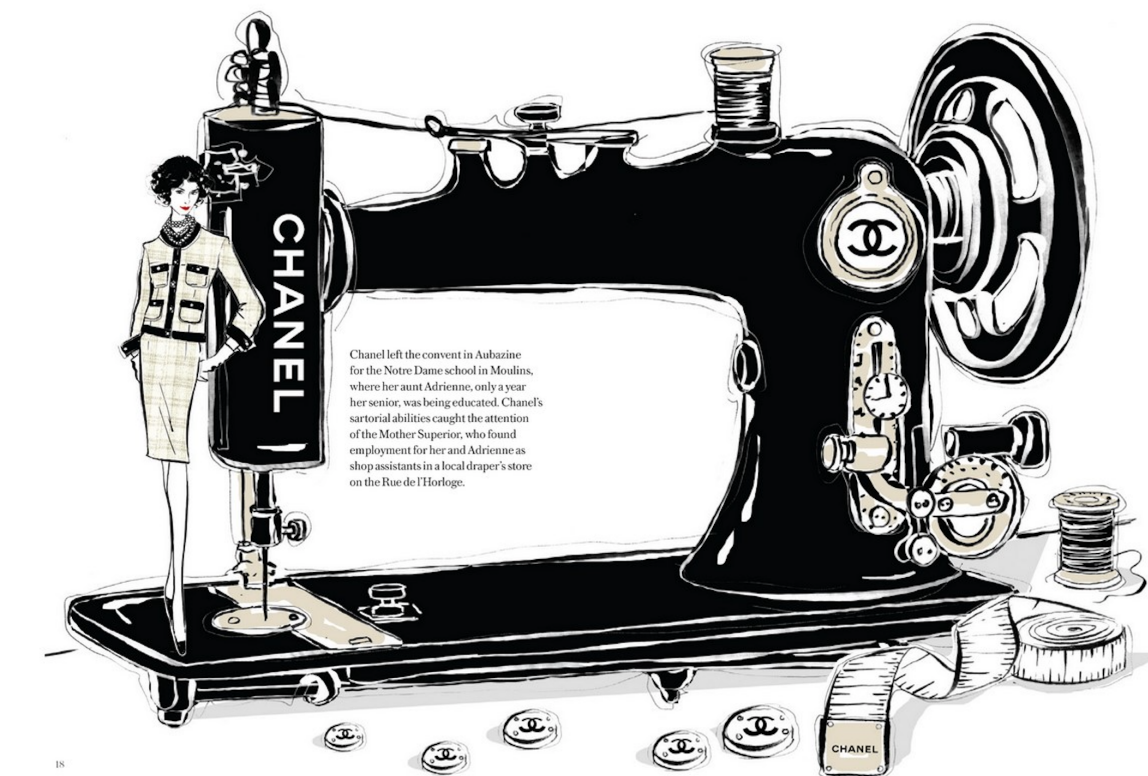
COCO'S LIFE

Coco was born as Gabrielle Bonheur Chanel on 19 August 1883 in Saumur, France. After her mother's death, Chanel was placed in an orphanage/convent by her father at the age of twelve. Here, she learned how to sew and this experience in her life influenced her future designs as she took inspiration from convent surrounds such as black and white colours, uniforms and rosary beads.

When Chanel was older and left the convent, she sewed by day and sang by night. It was during her singing years that she was nicknamed 'Coco'.

Her career as a fashion designer started as a hat maker in 1908 which led Coco to open her first shop in Paris. From there she opened more stores and started making clothes, accessories and perfume.

Coco worked until her death on 10 January, 1971, her Fashion Icon legacy lives on.





BRONWYN COSGRAVE

COCO CHANEL

A FASHION ICON

Coco Chanel *revolutionised* modern fashion with elegant, timeless, simple designs that were comfortable to wear. This means that she changed the way women dressed forever! Chanel creating clothes that were comfortable, yet feminine to wear taking cues from menswear.

Coco freed the ankles, loosened the waistline, allowed women to be able to cut their hair and gave them so much freedom to achieve so much more!

"Luxury must be comfortable , otherwise it is not luxury"

Coco Chanel

VOGUE ON

COCO
CHANEL



CHANEL

FASHION DESIGNER

Coco Chanel's iconic fashion designs included the 'Chanel Suit', 'The Little Black Dress' and trousers.

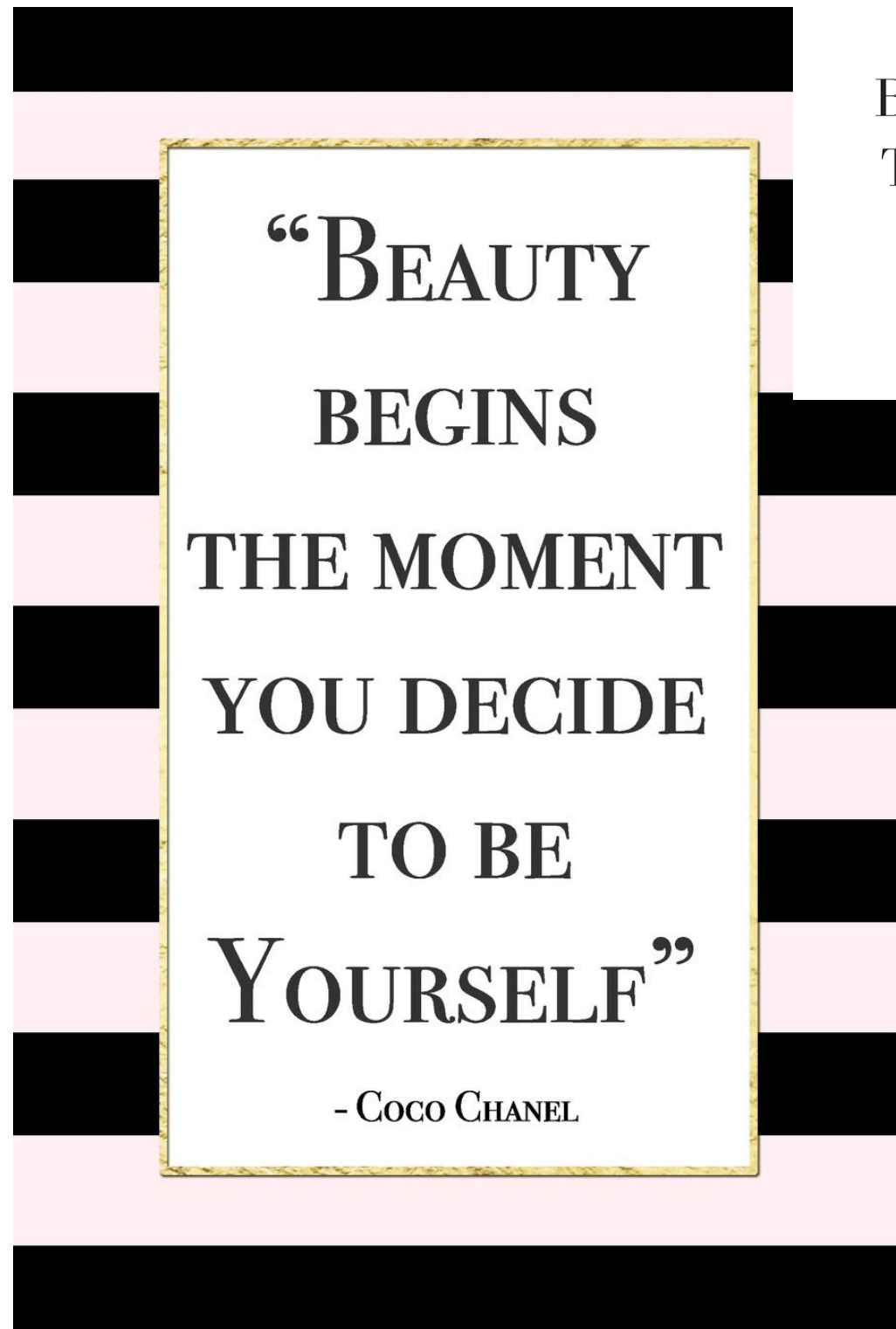
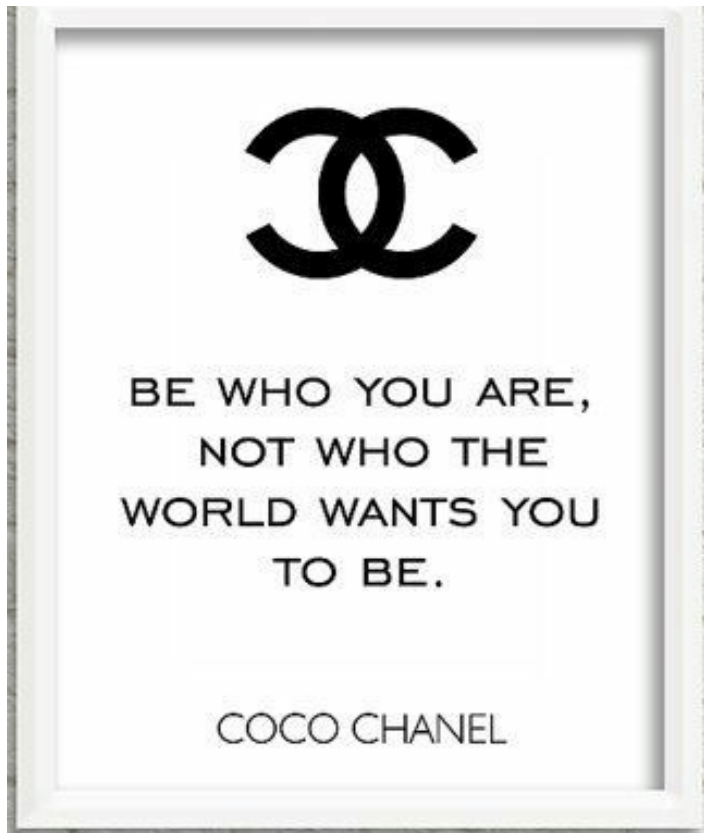
These pieces were very different from the uncomfortable corseted silhouettes women were used to wearing. Imagine having to ride a horse in a corseted dress! No thanks.

Chanel designed hats, handbags, jewellery, hair accessories, beauty products and also created Chanel No.5 perfume which to this day one of the best selling fragrances in the world.

" A women who doesn't wear perfume has no future"
COCO CHANEL


Fun Fact: One bottle of Chanel No.5 Perfume sells every 30 seconds across the world.





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- Coco Chanel


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COCO CHANEL QUOTES

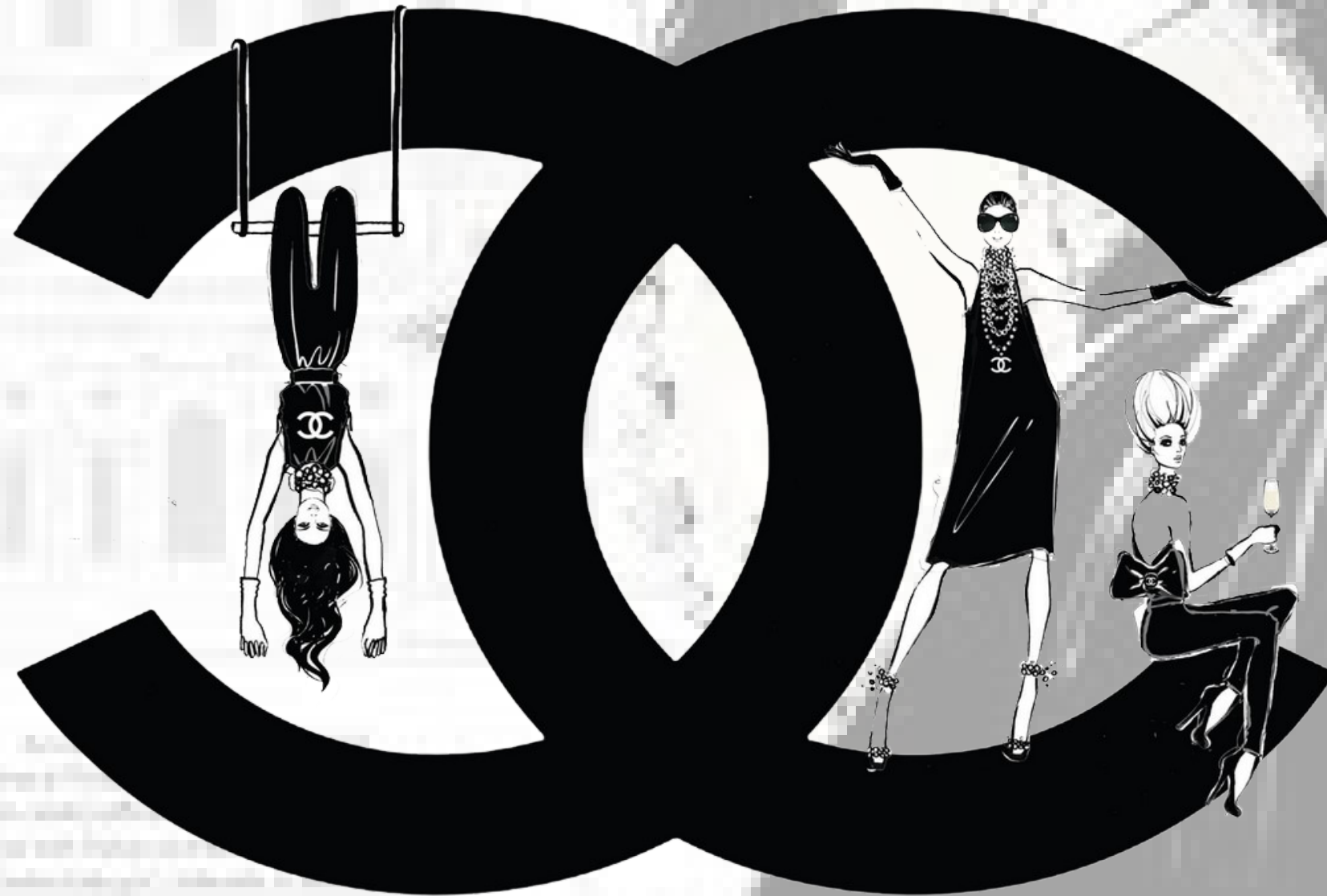
Another beautiful legacy remains the wise words that Coco Chanel left behind. The key message being to be who you are, beautiful on the inside!



CHANEL

A 'BRAND' LEGACY

Two interlocking 'C's' represent the Chanel brand and they are recognisable all over the world. There are a few suggestions on why they were chosen including that they are Coco Chanel's initials, they reminded Coco of the stained glass on the windows where she grew up and that they represented her and the love of her life's initials intertwined, Chanel & Capel. What do you believe?





The End