

(Chanel, n.d.)

Coco Chanel

The Essence of Luxury Fashion

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Biography

- Gabrielle Bonheur Chanel, August 19, 1883, in Saumur, France
- Raised in an orphanage and mother died when she was young
- Opened first shop in Paris in 1910 called Chanel Modes, a tiny millinery shop
- Later expanded and opened a boutique in Deauville, France
- Chanel continued to transform the fashion industry by introducing the infamous “little black dress” (LBD)
- Died January 10, 1971, in Paris France
- Her legacy remains one of the longest and most influential and iconic in the fashion industry



(After midnight, 2001)

Little Black Dress (LBD)

- Introduced around 1926 which made black a staple in the fashion industry
- Symbolized elegance, simplicity, and modern femininity
- Embodied Chanel's brand that luxury should be comfortable
- LBD remains one of the most timeless wardrobe essentials today



(Kazanjan, 1991)

("Chanel's Easy Belted Coats," 1955)



The Chanel Suit

- Introduced in the 1920 and redefined in the 50s
- Designed for comfort, timelessness, freedom, elegance, and movement
- Two-piece outfit: fitted skirt and a jacket
- Broke fashion norms and represented female independence
- Today, suits remains a staple for both men and women in business and everyday wear



(Chanel, n.d.)

Fun Fact

Gabrielle Chanel, known as “Coco,” got her nickname from her time as a singer in French night clubs before her fashion career took off.



References

After midnight: The little black dress--invented by Coco Chanel, epitomized by Audrey Hepburn--has moved beyond bouclé and into sculpted leather, draped jersey, and shimmery sequins. The essential accessories? Precious pearls, hard-core heels, and a splash of red nail polish. (2001, May). *Harper's Bazaar*, (May), 143–155.

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