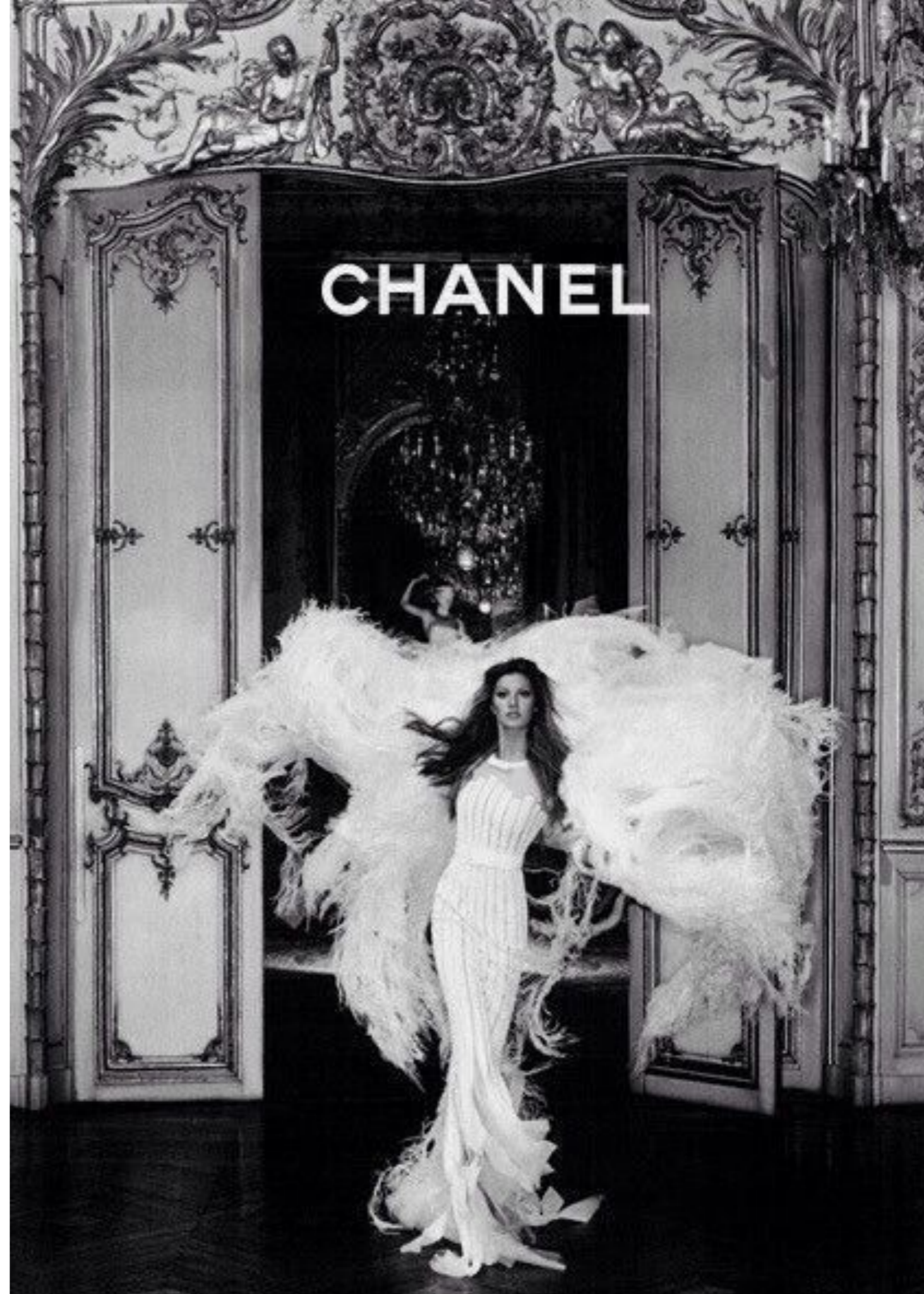


# CHANEL'S

CUSTOMER PERSONA



# BRIEF DESCRIPTION

Chanel is a French fashion house that focuses on women's high fashion and ready-to-wear clothes, luxury goods and accessories. The company is owned by Alain Wertheimer and Gérard Wertheimer, grandsons of Pierre Wertheimer, who was an early business partner of the couturière Coco Chanel. In her youth, Gabrielle Chanel gained the nickname "Coco" from her time as a chanteuse. As a fashion designer, Coco Chanel catered to women's taste for elegance in dress, with blouses, suits, trousers, dresses, and jewellery (gemstone and bijouterie) of simple design, that replaced the opulent, over-designed, and constrictive clothes and accessories of 19th-century fashion. The Chanel product brands have been personified by male and female fashion models, idols and actresses.



# DESCRIPTION OF THE SEGMENTS

Who like to travel  
Busy professionals  
Fast paced city lifestyles

## Psychographic

Women,  
average age  
25.  
Income of  
£35K+

## Demographic

Travel abroad  
more than  
three times a  
year

## Behavioural

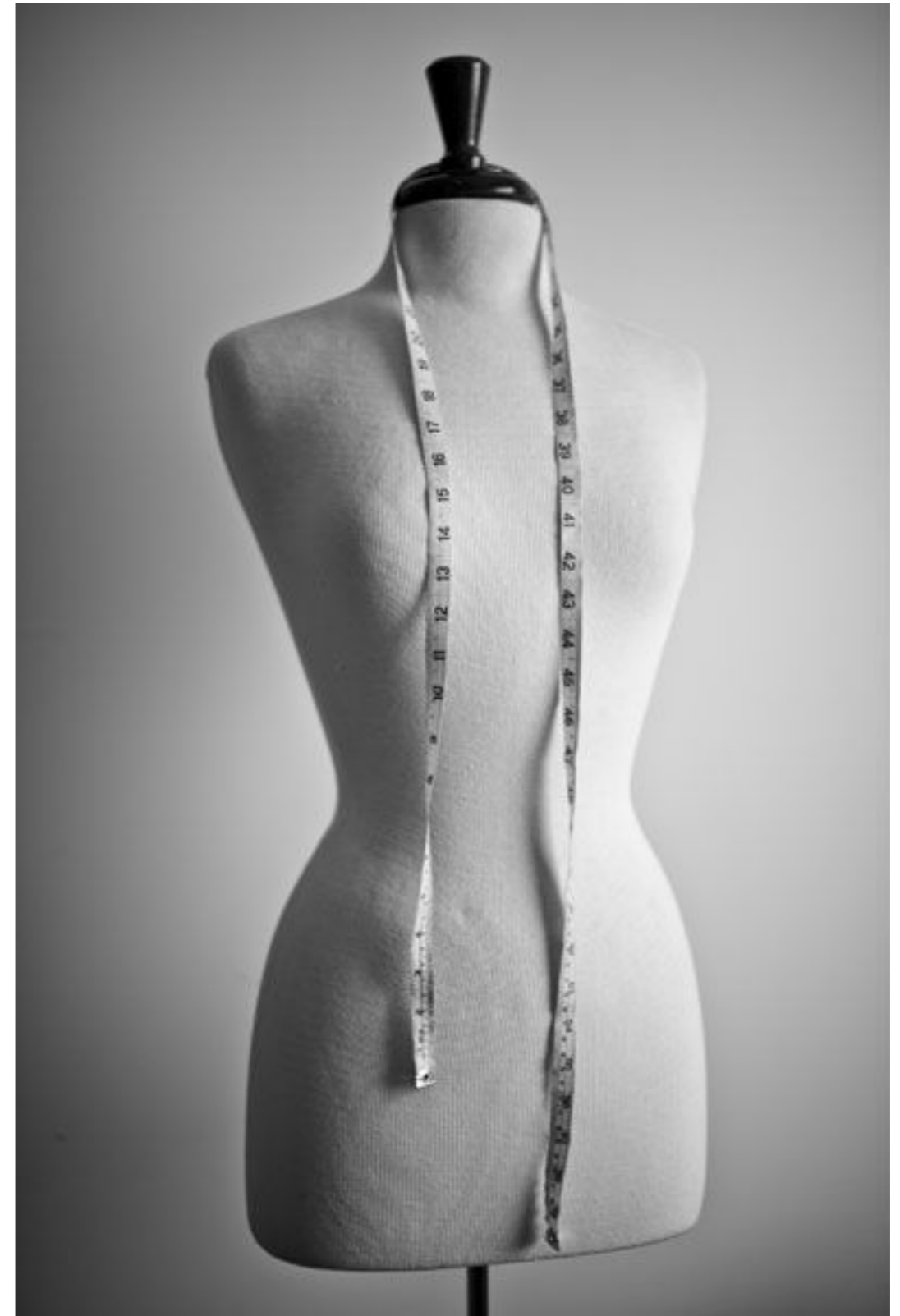
Lived in urban  
areas e.g.  
London, New  
York or Paris

## Geographic

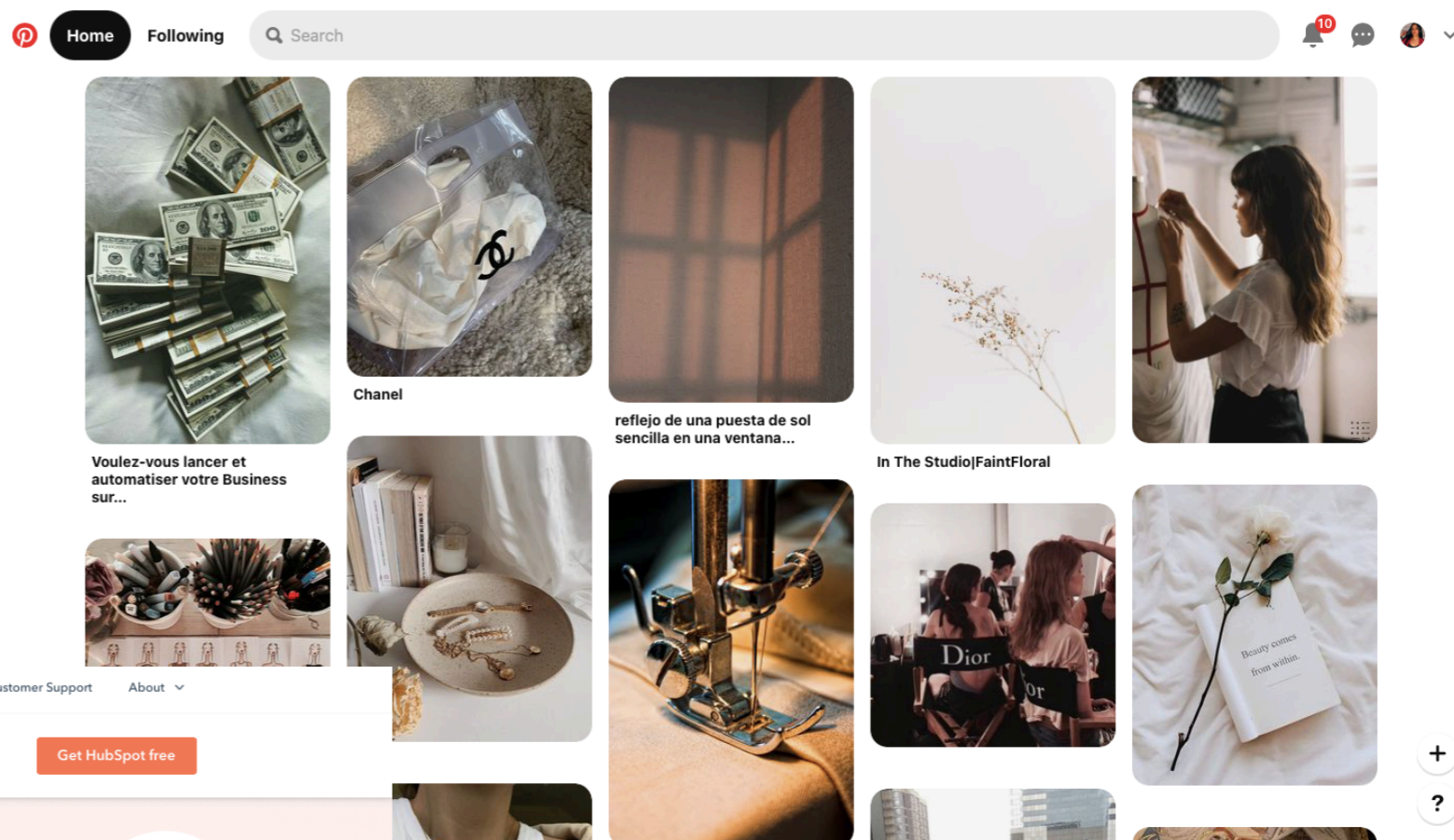


# DESCRIPTION OF THE SEGMENTS CONT.

Chanel has a very broad market in general due to their many market segmentation. This well rounded company has been expanded a significant amount since it was established in the 1920's. Gabrielle Coco Chanel opened her first store selling hats and few accessories. People mostly know Chanel for their fragrances, clothing and bags. Chanel's product mix has made them successful because they are specially targeted to women. The market segments for Chanel are mostly women (21 and older), they have knowledge about the brand and they know that they have good quality products. These product lines are targeted to different markets and it helps the company expand even more. Chanel's geographic segmentation is limited since this brand is expensive and exclusive, their products cannot be afford and available to everyone. Retail Stores are mostly located in main cities such as: New York, Beverly Hills, Miami, Madrid, Russia, Tokyo, Paris, etc. Chanel is a brand that offers more than just clothes, it has become a brand that sells everything women need but now they are showing their new lines which will be for men and children.



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