



COCO *Influential 1920s* CHANEL

GEORGIA LOOMAN



A BACKSTORY



"I don't do fashion. I am fashion."

EARLY LIFE

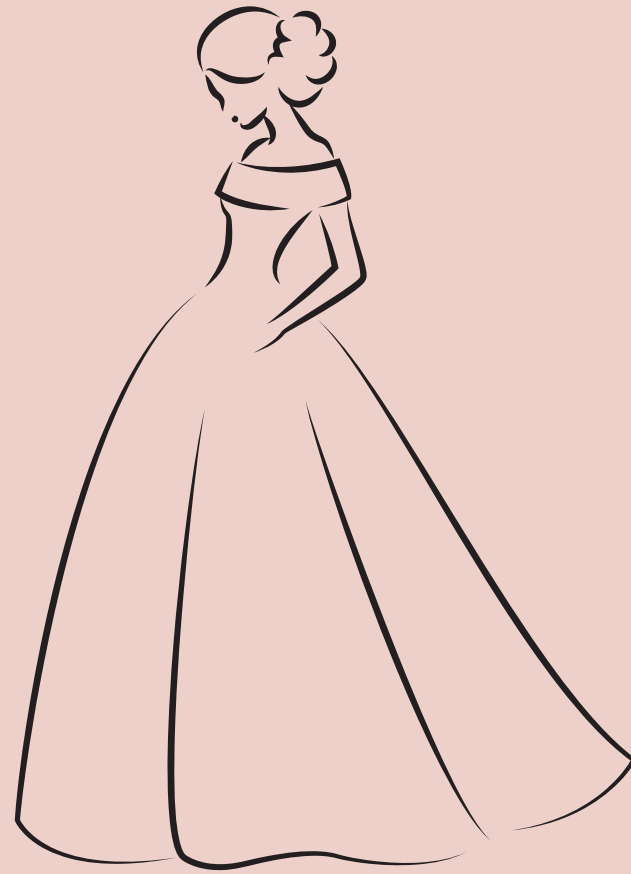
- She was born in France
- Her real name is Gabrielle Chanel
- She grew up in a convent
- She was a singer for a short period of time

ACHIEVEMENTS

- She is one of the most successful fashion designers
- She revolutionized women's fashion
- She paved the way for women in the business world

SIGNIFICANCE

Part One



BEFORE CHANEL

- Women were trapped in their corsets
- All designers were men
- Women were expected to dress for men, not for themselves

COCO QUOTE

“Fashion has become a joke; the designers have forgotten that there are women inside the dresses.”



AFTER CHANEL

- Chanel designs prioritized functionality and comfort
- “Luxury must be comfortable, otherwise it is not luxury”

SIGNIFICANCE

Part Two



PANTS

- 1
 - Reserved for working
 - Chanel introduced pants to the fashion world
 - Women were not held back anymore

THE CHANEL SUIT

- 2
 - A slim skirt with a tweed jacket
 - Inspired by men's clothing and sportswear
 - It represented the changing times

CHANEL NO.5 PERFUME

- 3
 - Most successful perfume of all time
 - The notion that perfume was only for the wealthy disappeared





SIGNIFICANCE

Part Three

- Femininity isn't defined by the type of clothing you wear.
- Women can be both masculine yet fashionable, feminine yet powerful.
- “Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening.”



PUT IT IN PERSPECTIVE

Early Controversies



1 She was born in the lower class.

2 She survived two World Wars.

3 She was a woman.

Chanel sensationalized her childhood, adding false claims and making up stories.

She knew that talent wasn't enough for a woman, so she attached herself to many wealthy men.

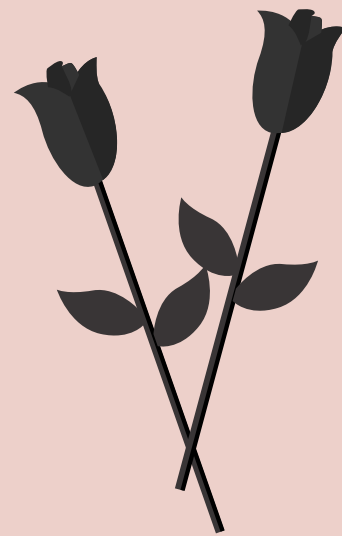


PUT IT IN PERSPECTIVE

World War 2

WARTIME AFFAIRS

Chanel had an affair with a Nazi officer.



I SPY

The Nazis recruited Chanel as a spy.



A GAME OF CHESS

Chanel relied on rich and powerful men to get her out of sticky situations.

A COMEBACK

- She despised Christian Dior's work.
- “Look how ridiculous these women are, wearing clothes by a man who doesn't know women, never had one, and dreams of being one.”

THE CHANNEL TO AMERICA

- “Work has always been a kind of drug for me.”
- French public hated her, but the Americans loved her

IN SUMMARY

- Chanel never addressed these controversies
- What she really did during World War II and why is still a mystery

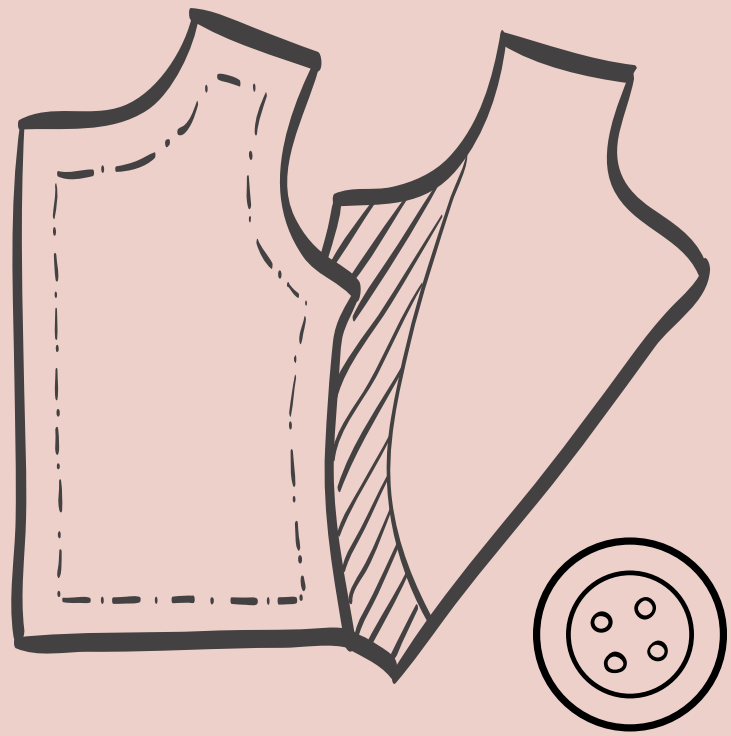
PUT IT IN PERSPECTIVE *Her Successes*



CAUSE & CONSEQUENCE[👑]

Chanel's Sewing Kit of Success

Fabrics & Materials



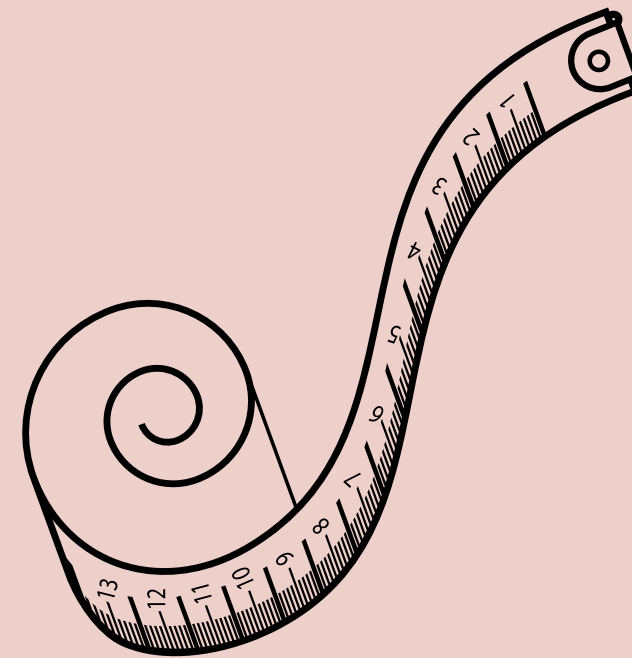
Thread



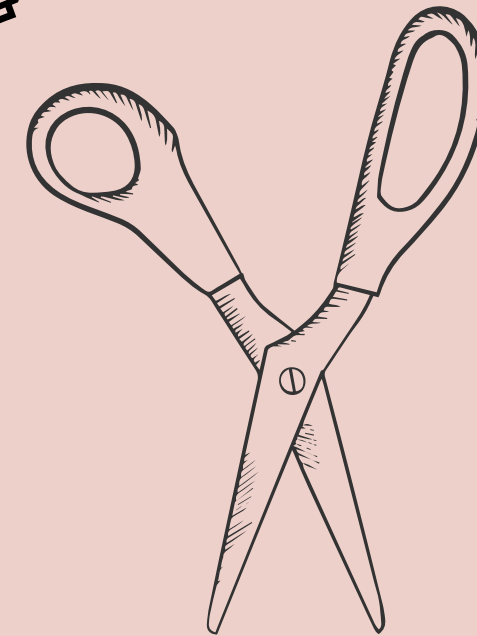
Sewing Needle



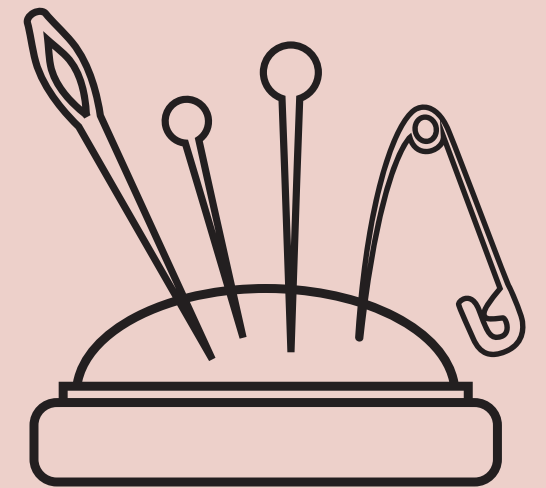
Measuring Tape



Scissors



Pin Holder



Creativity

Ambition

Hard Work

Risk Taking

Independence

Resilience

“I DON'T CARE WHAT YOU THINK ABOUT ME.
I DON'T THINK ABOUT YOU AT ALL.”

CAUSE & *How to Get Rich by Coco Chanel* CONSEQUENCE[👑]

"MY LIFE DIDN'T PLEASE ME, SO I
CREATED MY LIFE."

Step One: Grow up a lower class
woman.



Step Two: Have a background in
sewing.



Step Three: Charm rich men so they will
pay for everything.



Step Four: Be at the right
place at the right time.



Step Five: Have a driving force to
succeed.

Step Six: Build an empire on woman's clothing.



Step Seven: Do NOT become a Nazi spy or date a
Nazi officer.



Step Eight: Have passion and perseverance.



Step Nine: Have a U.S. First Lady wear
one of your iconic pieces so Americans
will love you.



Step Ten: You're rich! Go to the next slide to see
what happens.

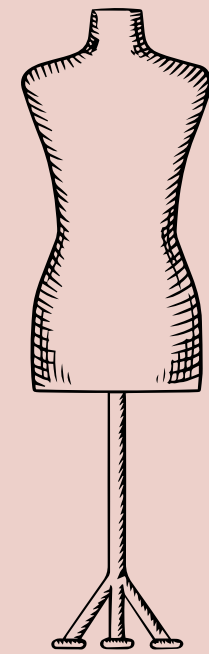


COCO CHANEL

COCO CHANEL

CAUSE & CONSEQUENCE

Rewards of Fame and Fortune



- 1 A remarkable legacy,
- 2 A revolution of women's fashion,
- 3 And loneliness.

Chanel died riddled with loneliness and an addiction to morphine.

But her work forever changed the face of women's fashion and she set the stage for women in business.

CONTINUITY & CHANGE

Evolution of the Fashion Industry

COCO CHANEL

The importance we as a society put on clothing has skyrocketed.



Trends are being created and ditch too fast.

Since 2000, clothing production worldwide has doubled.

85% of textiles ending up in a landfill only after a few wears.

The fashion industry makes up over 10% of global carbon emissions.

"Fashion changes, but style endures"

These fashion practices need to change so style can survive.

CONTINUITY & CHANGE

How Society Views Chanel Today

COCO CHANEL

WORD	SYNONYM OR DEFINITION
Chanel	Rich, expensive, wealthy
Irony	Chanel's products were available to everyone, no matter the social standing.
Society	Monetary value and therefore societal opinion of fashion increased. People now pick the designer over the actual garments.





COCO CHANEL

CONTINUITY & CHANGE

Chanel's Legacy

Chanel set the stage for women in business.

She paved the way by proving that a woman can be just as successful, if not more successful, than a man.

Gender is and should be considered independent of potential.



CONTINUITY & CHANGE

The House of Chanel Today

COCO CHANEL

- House of Chanel is valued at 13.7 billion U.S. dollars.
- Chanel No. 5 is still the world's most famous and iconic perfume, almost 100 years later.
- The company has also gone global with 310 stores worldwide.
- China is Chanel's second biggest market, and the United States, France, and China collectively make up one third of Chanel's sales.



THANK
for listening!
YOU

GEORGIA LOOMAN