

# *CoCo Chanel*



*Natalie Ramirez*

*Mrs. Perry*

*Orientation to Business*

*22 February 2012*

# Biography

- *Gabrielle Bonheur Chanel*
- *Born August 19<sup>th</sup>, 1883*
- *Parents died, raised by catholic nuns*
- *Went to boarding school & worked as a seamstress*
- *Nicknamed CoCo meaning kept woman*



# Company



- *Began working as a hat maker*
- *Opened Chanel Modes in 1910*
- *Decided to design clothes as well*
- *Introduced first line in 1917*
- *Opened her first store in 1920*
- *Known in the Fashion world*



# Keys to Success

- *Took great pride in designing for woman*
- *In 1921, she introduced Chanel No. 5*
- *By 1939, doors closed & focused on perfumes*
- *Christian Dior & civil war stopped business*
- *Minor setbacks weren't a bother*
- *Re-opened stores and back in business*





# Fashion Icon

- *Chanel passes January 10<sup>th</sup>, 1971*
- *Hundreds gathered & wore Chanel suits*
- *1980, Karl Lagerfeld overtakes business*
- *Hundreds of millions in sales each year*
- *One of a kind designs*

