



GABRIELLE "COCO" CHANEL

Fashion Designer

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Fashion Designer, Entrepreneur & Style Revolutionary

📍 Suite 302, Hotel Ritz, Paris

"Fashion fades, only style remains the same."

PROFESSIONAL PROFILE

I am a woman who changed how women dress. I removed the uncomfortable corsets and created clothes that are comfortable, modern, and elegant. My goal was always for women to feel free and confident.

MY EXPERIENCE

Boss and Designer | CHANEL Company

Paris, France (Since 1910)

- **Comfortable clothes:** I was the first to use soft fabrics (like the jersey used for T-shirts) to make elegant dresses.
- **The Little Black Dress:** Before me, black was only for funerals. I turned it into the most elegant color for any party.
- **Chanel No. 5 Perfume:** I invented a unique perfume that didn't just smell like flowers, but like a modern woman. It is the most famous in the world.
- **The Chain Bag:** I added a chain to handbags so women could carry them on their shoulders and keep their hands free.

Hat Designer | My first shop

Paris, France (1910)

I started making simple and beautiful hats in a small shop in Paris when everyone else liked exaggerated styles.

MY BIGGEST ACHIEVEMENTS

- **The Jacket Suit:** I invented a jacket and skirt set that is very comfortable. Professional women still wear it today.
- **Jewelry for everyone:** I mixed real pearls with fake ones so all women could look good without spending a fortune.
- **World Fame:** I am the only person from the fashion world on the list of the most important people of the 20th century.

MY SKILLS

- **Sewing:** I learned to sew as a girl and I can create any garment by hand.
- **Business:** I started with nothing and built one of the richest companies in the world.
- **Simplicity:** My rule is "less is more." I always remove what is not necessary.
- **Resilience:** Even though I had to close because of the war, I started again at age 71 and became successful again.

MY PHILOSOPHY

- I don't follow fashion, **I am fashion.**
- If you were born without wings, do nothing to stop them from growing.