

Coco Chanel

What Did Coco Chanel Create?

Coco Chanel was a famous **fashion designer** who changed the way people dressed. She made clothes that were simple, elegant, and comfortable.



She didn't draw her designs in the way other fashion designers do, she designed them by cutting and sticking and manipulating fabric

Childhood

- Coco Chanel was born as **Gabrielle Bonheur Chanel** in **1883**, in **Saumur, France**.
- Her father worked as a street vendor and her mother passed away when Coco was just 11.
- After her mother died, Coco was sent to an **orphanage** where she was raised by **nuns**.
- The nuns taught her how to **sew**, which would later become her **superpower**.
- She had two sisters and three brothers, but they were all separated in childhood.
- Growing up, Coco didn't have many toys or fancy clothes—she made her own fun.
- She got her nickname "**Coco**" while singing in cafés. Some say it came from a song she liked to sing: "**Qui qu'a vu Coco?**"

Education

- Coco did **not attend a fashion school**—instead, she learned by watching and doing.
- At the orphanage, the **nuns taught her needlework**, which she practised every day.
- As a teenager, she worked for a **tailor**, where she learned even more sewing skills.
- Coco also learned from **observation**—she was very good at seeing what women needed and how to make clothes better for them.
- Later in life, she **trained as a hat maker**, called a **milliner**.
- Her early learning was mostly **hands-on**, and she trusted her eye for design more than books.

Career Highlights

- Coco opened her **first hat shop** in Paris in 1910, called *Chanel Modes*.
- She became famous for making **comfortable clothes** that allowed women to move freely.
- In 1913, she opened a **boutique in Deauville**, where she sold sportswear made from jersey fabric (which was usually used for men's underwear!).
- In the 1920s, she **launched her first perfume**, Chanel No. 5—it became a worldwide hit!
- She designed the **little black dress** in 1926, which became a timeless fashion piece.
- Coco invented the **Chanel suit**, which used a boxy jacket and skirt for a modern look.
- She often wore and promoted **costume jewellery**—fancy but not real—so all women could feel stylish.
- Her brand stood for **elegance, freedom, and simplicity**.
- Chanel worked **well into her 80s**, still designing fashion for women.
- Her fashion house is still **one of the most famous brands in the world** today.

Quotes from Coco Chanel

- “Beauty begins the moment you decide to be yourself.”
- “In order to be irreplaceable one must always be different.”
- “Fashion fades, only style remains the same.”
- “Simplicity is the keynote of all true elegance.”

Creations

The Little Black Dress



Comfortable dresses



The Chanel Suit



Bell bottom trousers



The Quilted Handbag



Chanel No. 5 Perfume

