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Chanel- Before and After

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Abstract

A comparison of the previous and current Chanel brands allows us to consider the changes that have occurred in the company over time. When it comes to Chanel, first of all classic and comfort are imagined, and of course, innovation, that is not everyone wears, innovation that no one can imagine but this thing is not felt in the current Chanel.

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A short story about Chanel.

The worse a girl is the better she should look. This is one of the paradoxical words of Coco Chanel which has become a classic. He was innovator in everything, first of all, of course, in the world of Fashion.

Gabrielle Chanel was born on August 19, 1883 in Saumur France. If legendary figures lived forever, she would have turned 140 this August. For her time, Chanel was an innovator, a strong, influential and courageous woman, perhaps that's why this surprised me. When you think of the "little black dress", the name of the glorious Coco Chanel immediately comes to mind. There is probably no one who has not heard about the legendary black dress. Before Coco, this color was considered a mourning dress. But the designer saw great potential in it and used it, because for Coco black color was symbol of simple elegance. He wanted to make women comfortable, saved them from tight corsets. Wide skirts, and many pleated dresses. She first changed the opinion of the aristocracy about this color, and then managed to change the entire world of Fashion. Chanel presented the little Black dress for the first time in 1926. Almost 100 years later, this dress is still a staple of women's wardrobes. (Smith, 2010)

Before .

Chanel created extremely simple and compact clothes believing that accessories make the appearance more individual. However , she noted that a lot of jewelry she'd decorated in bad taste. She was the first to create a fashion for jewelry , commenting that "People of refined taste wear jewelry ,everyone else deserves gold jewelry ". She herself was able to skillfully combine bijouterie and expensive Jewelry . She democratized and made pearls fashionable ,before they were only the privilege of high society

At a time when all women wore loose corsets and big dresses, Chanel created those comforts.



https://www.fashionela.net/wp-content/uploads/2018/11/Coco_Chanel_NYC_1931_Fashionela1.jpg

Nowadays.

About new Chanel (Virgine Viard)

Virginia Viard is chanel's a new fashion creator designer now . Designer who has been the creative director of Chanel since 2019.



Virginia Viard

<https://res.cloudinary.com/offstream/image/upload/v1592610457/famoha3mfuuswohtgau9.png>

Chanel RTW Spring 2023 Virgine Viard's spring collection was inspired by brand ambassador Kristen Stewart. For an American actress, Kristen Stewart does a men existential monologue. Chanel opened it's show with a black and white clip , shown and wraparound screen, of the "Spencer" star stepping out of an Althouse cinema in Paris and answering a reporter's question with some thoughts about the meaning of life -

"We're living in such an accelerated period of growth, it gives me whiplash" she began.

In this collection it was bookends by a series of black-and-white look, echoing the back-drop screen of scene from "Last year at Marienbad ", the 1961 classic whose main characters were dressed by founder Gabrielle "Coco" Chanel. (Brown, 2012.)



Kristen Stuart for chanel

https://assets.vogue.com/photos/6479f75b28629424b759fb39/16:9/w_4238,h_2384,c_limit/GettyImages-1258350454.jpg

Viard sent out flawless tweed jackets and cocktail gowns embellished with black stain bow details , or sprinkled with ostrich feathers or tiny sparkling crystals. Some of the day looks felt trickier, especially the ruffle-edged halter tops paired with cotton bloomers and tonight-high mesh boots.

The designer worked a watercolor palette with checkered tweed jumpsuits, speckled capes and coats , and a crystal-trimmed pajama shirt dress. There were graphic prints , including a camellia motif on a flamenco-style ruffled bustier dress with detachable sleeves worn by Irina Shayk.



Irina Shayk for chanel

<https://images.squarespace-cdn.com/content/v1/55f45174e4b0fb5d95b07f39/1614801664838-EZRQN5FN7E4GGNM6W2P9/Irina+Shayk+by+Morelli+Bros+Vogue+Thailand+March+2021+%282%29.jpg>

A comparison of the previous and current Chanel brands allows us to consider the changes that have occurred in the Company over time.

The previous Chanel brand, founded by Coco Chanel in the 1920s, was known for its classic and elegant style. It represented a symbol of luxury and sophistication with an emphasis on simple lines, monochrome colors and high quality materials. Chanel is also known for its iconic design elements such as fitted jackets, little black dresses and chain bags. (White, 2018.)



Chanel suit - before

<https://vlfm.ru/image-og/1300/0/x00hgztcKguiLiAam8eoYIQZruOHuT7cJ0Kxf4O8.jpg>

<https://ksassets.timeincuk.net/wp/uploads/sites/46/2015/08/Christian-Dior-New-Look-1947-1.jpg>

The current Chanel brand continues to maintain classic style, but also integrates modern elements into its collections. In recent years, Chanel has become more experimental and innovative, introducing new shapes, textures and colors. The brand actively uses various techniques and materials, including embroidery, appliques and technological fabrics.



Chanel fashion - nowadays

https://i.ytimg.com/vi/1GzwIzGwk_k/maxresdefault.jpg

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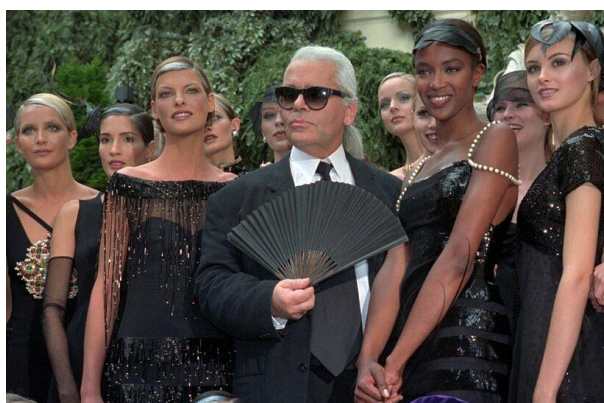
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One of the noticeable changes to the current Chanel brand is a wider range of products. In addition to clothing and accessories, Chanel also offers perfumes, cosmetics and jewelry. The brand is also actively developing its online sales and social media presence to reach the younger generation of consumers. (Garcia, 2017.)



https://blog.theluxurycloset.com/wp-content/uploads/2020/06/shutterstock_1344061172.jpg

Despite these changes, the Chanel brand still remains a symbol of luxury and style. It continues to attract attention with its impeccable quality and recognizable design that survives time. Chanel remains one of the most prestigious and influential brands in the fashion world.



<https://phantom-marca.unidadeditorial.es/5571cb321282d4a2290e4c647587723a/resize/828/f/jpg/assets/multimedia/imagenes/2023/04/29/16827443304694.jpg>

Karl Lagerfeld had a significant impact on Chanel during his tenure as creative director from 1983 until his death in 2019. He reinvigorated the brand and brought a modern, edgy aesthetic to its classic, elegant lines. Lagerfeld is known for his daring and exciting runway shows, often creating elaborate collections and staging theatrical presentations. He also expanded the boundaries of traditional luxury fashion by introducing metals and new materials and new techniques into Chanel's collection. Furthermore Lagerfeld's influence extended beyond clothing and accessories, as he played an important

role in shaping Chanel's image and marketing strategy. Karl Lagerfeld's influence on Chanel is one of the things that Chanel never failed to do, the short skirt as part of his efforts to introduce a more youthful and modern feel to Chanel's designs. Of course, there was backlash, but saying, "if Chanel's against it, let it work".



<https://api.time.com/wp-content/uploads/2019/02/karl-lagerfeld-obituary-milestone.jpg>

Lagerfeld's introduction of the short skirt was a bold move that set a new trend and brought a new, modern twist to Chanel's signature look. It was a reflection of Lagerfeld's ability to push boundaries and create designs that resonated with a younger audience while maintaining the elegance and sophistication that Chanel is known for. Ultimately, Lagerfeld's creation of the short skirt at Chanel epitomized his innovation and forward-thinking approach to fashion, contributing to the brand's relevance and appeal in the ever-changing world of luxury fashion.



<https://i.pinimg.com/736x/b9/a5/31/b9a531d6f726bc339a29ed987fb0556b.jpg>

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https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcQnf2jokEaQmsw1_Dz-z4MxZVowADc2fC9-GTNclHNSdL-E6xXUID6a3A2OrOHuwW1k368&usqp=CAU

From these data, it can be seen that Lagerfeld's contribution to the Chanel fashion house is huge.

Now the fate of Chanel is in the hands of Virginia Viard, though we hope that she will definitely be like Lagerfeld or even better than him, even if it is the opposite, because in the clothes created by Chanel in the past, strong women who are confident in themselves are embodied in her models and the clothes on them show confidence and strength in themselves. And we hope that she will create such power in her current dresses, and we would beg her not only to do everything she does, but to create clothes that are not expected by Chanel, but that embody feminine charm and of course feminine power and are comfortable.

Refereces :

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