

COCO CHANEL AND HER INFLUENCE ON THE WORLD FASHION

Ulyana Ilyina

VSU named after P.M. Masherov, Vitebsk, Belarus

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Fashion passes, but style remains. Coco Chanel created her style in the history of world fashion, which is still relevant to this day. In 1920, the aesthetics of modernism and the geometric forms of cubism had a huge impact on fashion design. The era of Art déco has begun.

The relevance of this work lies in the fact that modern fashion still uses the discoveries of Coco Chanel, although about half a century has passed since her discovery.

The purpose of the work is to emphasize the relevance of Chanel's discoveries in the history of world fashion.

Materials and methods. Articles and analysis of the received material, films, advertisements.

Findings and their discussion. While Dior, Chanel's main competitor, was dressing women in tight corsets, Chanel conquered the hearts of girls all over the world, giving them freedom. Simple, austere lines replaced ruffles and frills, which completely contradicted Dior's style. The clothing designer said that her mission in the fashion world is to free women from strict corsets in which it is impossible to breathe and large hats that interfere with thinking. Chanel's fashion career began with hats (fig. 1). Ladies of that time were used to voluminous hats. It was she who proposed a replacement for large, massive hats on women's heads, in the form of hats with elegant brims that emphasized the natural beauty of a woman. And, of course, the masterpiece is Chanel's little black dress, which is still popular all over the world (fig. 2). This simple dress has become a symbol of independence and elegance. For the first time in the history of fashion, Coco Chanel presented a little black dress as a universal thing. The sleek collars and cuffs made it perfect for daytime and wearing a lot of jewelry. Chanel's reluctance to follow modern fashion has led her to a leading position in the world of haute couture. Coco's style is unchanged, recognizable. As before, it is quality tailoring, comfortable fit and elegance.

"Chanel is always number 1, even if it's Chanel number 5" – the curtier liked to say. And even almost half a century after her death, Chanel's art does not leave indifferent even people far from fashion. Chanel No. 5 perfume embodies an entire era (pic. 3). They are associated with the name of the great Coco Chanel – a great woman whose creations have completely changed the way we look at fashion. It should be noted that celebrities have played a significant role in Chanel's marketing policy. The first celebrity to become the face of Cha-

nel was French actress Catherine Deneuve. Sophistication and elegance have become inextricably associated with the brand she advertises. The history of the name of these spirits is also very interesting. While meeting with friends, Coco Chanel came up with an idea: to create a fragrance for her brand. She entrusted this task to perfumer Ernest Bo. A perfume capable of conveying its own style and emphasizing feminine beauty. Ernest did an excellent job with this task and offered Coco about 20 flavors. Chanel chose the fifth sample, and this number gave the fragrance its name. Later, Chanel No. 5 was visually recognized by its white tag and simple design of the bottle, which became the personification of sophistication and unique style. Chanel fragrances are still extremely popular, but Chanel №5 always remains № 1.



Figure 1. Chanel straw hat.



Figure 2. “Little black dress”



Figure 3.
Chanel perfume № 5



Figure 4.
Chanel Tweed Suit.



Figure 5. Jersey suit

As we know, Coco Chanel hated pushy luxury and flashy outfits. She also disliked jewelry, but this did not stop her from fashioning artificial pearls and making them more popular than the real one. She believed that elegant jewelry would go with any outfit. This pearl is a symbol of sophistication and requires special attention, just like the woman herself. It was Chanel who created such an image about pearls. The great Mademoiselle herself wore them in large numbers, from a string of pearls to headdresses. Pearls can be worn anywhere and with anything and have truly become a versatile accessory. Moreover, Coco showed how to combine jewelry and costume jewelry, which before her was

considered a cheap fake. Chanel made it democratic and accessible, although earlier it was considered the property of only the highest circle.

“I’m tired of carrying reticules in my hands, and I’m constantly losing them.” This is how the Chanel 2.55 bag appeared. Coco added a string of adorable pearls to the reticule and thereby freed the hands of women, but at the same time, she again revolutionized the fashion industry. Chanel appreciated simplicity, convenience, and was outraged that many designers, creating something, were guided only by their imagination and did not think about girls at all. In those days, shoulder bags were perceived as household bags, but Chanel again changed the ideas of girls around the world. This accessory is still used today. Isn't this an indicator of an immortal classic? Chanel also thoughtfully took care of everything and made a small pocket adapted for lipstick.

Everyone knows that thanks to Coco Chanel, women stopped wearing uncomfortable things. She came up with a new fashion for girls, freeing them from the inconvenience. Chanel wore tweed jackets and cashmere cardigans when hunting, fishing and playing cricket (pic. 4). She discovered the classic gentleman's wardrobe, thereby introducing them into women's fashion. A decade earlier, she fell in love with jersey. It was Coco Chanel who first began to use non-feminine materials for women's clothing. These materials were considered suitable exclusively for men. But Chanel shattered this stereotype and created a jersey suit that became the epitome of luxury and elegance (fig. 5). And the tweed suit did not immediately get much enthusiasm. Only after the Second World War, women took a fancy to a product borrowed from a men's wardrobe, which was distinguished not only by its elegance, but also by its comfort.

Conclusion. Coco Chanel has made a huge contribution to fashion design. Nowadays, eminent fashion designers use the techniques that Coco Chanel used in her works. She always said that the dress should live and move. She showed the fashion world such things that for tens of years have remained the most popular among millions of girls. They have become iconic for a long time and have not lost their relevance since their inception. Gabrielle was a great woman and designer. She left behind a whole world: from the iconic silhouette of the dress to the most recognizable scent.

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