



AGENDA

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1st topic History : The Coco Chanel Era

- Gabrielle Chanel (b.1883 - d.1971)
nickname "Coco "
 - In 1909, She opened a small shop. It was on the ground floor of the Balsan's apartment in Paris. It was the beginning of what would become one of the greatest fashion Maison in the world.
 - At first the home was a meeting place of the gentlemen brought along with them their fashionable mistresses, to bought women decorated hats.
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1st topic History : The Coco Chanel Era

- She heralded new designs and revolutionized the fashion industry by going “back to basics,” incorporating elegance, class, and originality. Coco Chanel held the title as ‘Chief Designer’.
- Arthur Capel saw a great potential businesswoman in Coco and helped her acquire her legendary location at 31 Rue de Cambon in Paris by 1910... thus founding Chanel Modes.
- In 1913, Chanel introduced women’s sportswear at her new boutique in Deauville and Biarritz.

1st topic History : Post-Coco through today

- The Leadership of the company was handed down to three people.
- The House continued average success. Jacques Wetheimer bought the Chanel House.
- The Coco's influence did not disappear. Other projects which was in the workings when she was alive came to light.
- In 1974, Cristalle eau de toilette launching. 1978 saw the launch of the first non-couture, prêt-à-porter line and worldwide distribution of accessories to respect the working

1st topic History : Post-Coco through today

- Jaques son wanted revamp Chanel's reputation in fashion in 1974. Looking for a designer who could bring the label to new heights, he persuaded Karl Lagerfeld to end his contract with fashion house Chloe.
 - Lagerfeld took charge as chief designer and work on keeping the classic Chanel look to maintain the Chanel legend with other designers and marketers.
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2nd topic Chanel SA



Type	Privately held
Founded	1909 / 1910
Founder	Gabrielle "Coco" Chanel
Headquarter	135, Avenue Charles de Gaulle 92521 Neuilly-sur-Seine Cedex Paris, France
Area served	Worldwide Corner and boutiques <small>80 Chanel boutiques worldwide. These locations are found in upscale classy shopping districts and streets. 120 others stores are run within high-end department stores</small>
Key people	Alain Wertheimer, co-owner Gerard Wertheimer, co-owner Karl Lagerfeld, head designer
Industry	Fashion
Products	Luxury goods

3rd topic Influence on fashion

- The Chanel House had numerous major successes that changed the fashion industry as the Chanel suit, composed of a knee-length skirt and trim, boxy jacket, traditionally made of woven wool with black sewing trim and gold buttons, worn with large costume-pearl necklaces.
- The House of Chanel became an icon of elegance and the name of "Chanel" became synonymous with elegance, wealth, and elitism, as well as the ultimate sign of French high class.

3rd topic Influence on fashion

- Chanel owners and designers "continue to re-inforce the concept of uncomplicated classics that inspire many contemporary designer's ready-to-wear collection .
- Chanel is also known for its quilted fabric and leather which also has a "secret" quilting pattern sewn at the back to keep the material strong.
- The Luxury Line, introduced in 2006 featuring a metal chain embedded in the leather, is one of the most desired "it" bags of the moment.

3rd topic Influence on fashion

- Chanel style mix the trends of today with the class and simplicity. It why Chanel is always popular as it had when they first opened.
 - The brand is still headed by Karl Lagerfeld, who also designs for the House of Fendi and his namesake label.
 - Lagerfeld has re-defined the style and fashion of Chanel post coco area. He gave the five essentials directions to frame his work : audacious, perfectionist, unique, passionate, and visionary.
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4rd topic CHANEL IMC:

■ Advertising campaign

As other brands CHANEL organize products advertising campaign : one or double pages

■ Push Product Articles

They are present with other competitions products around a specific topic.

■ TV Advertising and variations

This Tv advertising uses the same code as a film. This year Chanel make full use of the new marketing phenomena of products placement in " The Devil wears Prada " Chanel in a movie has become a reality.

■ Advertising & Sampling

Here we saw a new strategy to communicate to conquer a new Market target that we call maastige Sampling are too give us when we buy Chanel products in Makeup Stand.

■ Brand Articles

Here is the limit of IMC because Chanel can't control what is write inthe article. But it could buy or not buy advertising page.

■ CHANEL Edition

Chanel is too some books about Coco, here jewelling, but too fashion, French chic ...



4rd topic CHANEL IMC:

- Chanel Communication is one of the most performance in the IMC. She use all possible channels to be present in our life.
- Chanel a great successful born in the head of Coco Chanel. Chanel superstar, Karl Lagerfeld too.
- Chanel the second luxury brand most know next dior as write l'Expension luxury made to order. Chanel an Image of dream communicated today through n°5 and perfume universe.



4rd topic CHANEL IMC:

- Chanel is Chanel because Chanel have a great R&D, design and price strategy.
- If the power pricing strategy is good, ask us about the masstige as we see between free sampling in Isa for the future.



Berluti
Bottier depuis 1895
Paris

LANCÔME
PARIS

Christoffle

J.T. Dupont
PARIS

MELLERIO & MELLER
Boutique

B
BOUCHERON
PARIS

Breguet
Depuis 1775

Van Cleef & Arpels
VCA

Cartier

CARON
PARIS

5th topic Competitor Chanel:

- Competitor Chanel include the Parisian fashion labels present in the Comité Colbert.
- The fashion label of LVMH group as Louis Vuitton, Christian Dior, Givenchy, Céline, Kenzo.
- The fashion labels of PPR group as Balenciaga, Gucci, Yves Saint Laurent.
- Other Maisons as Hermès, Lanvin, Chloé, Rochas, Sonya Rykiel, Christian Lacroix, Gianfranco Ferré, Versace, Prada.
- Other indirect rivals are Bvlgari, Cartier...

ROCHAS
PARIS

JEAN PATOU
PARIS

II
JOHN LOBB

GUERLAIN
PARIS

LANVIN
PARIS

Dior

C E L I N E

GIVENCHY

LOUIS VUITTON

HERMÈS
PARIS

LEONARD

BALMAIN
PARIS

LACOSTE

YVES SAINT LAURENT

LONGCHAMP
PARIS

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