

Little Girls,  
**BIG** Dreams



**THINK**

DIGITAL ACADEMY



# Coco Chanel



This is the story of a French girl called Gabrielle.





When she was little, Gabrielle lived in an orphanage.



The nuns thought Gabrielle was very strange. She was different and they didn't like it. While the other girls played, she liked to sew with a needle and thread.





When Gabrielle grew up, she sewed by day and sang by night. The people watching called her 'Coco'.



When Coco finally went to bed, she dreamt in shapes and patterns. She wanted to make so many things.





One day, Coco made a hat for her friend. Simple and elegant, it was different to the usual style. Coco made more and more hats, until she had enough to open a hat shop.



Her modern designs surprised the mademoiselles in Paris.





One evening at a party, Coco saw that the other ladies weren't dancing.





Their corsets were too tight and they could hardly breathe!





12  
de part  
un chapeau



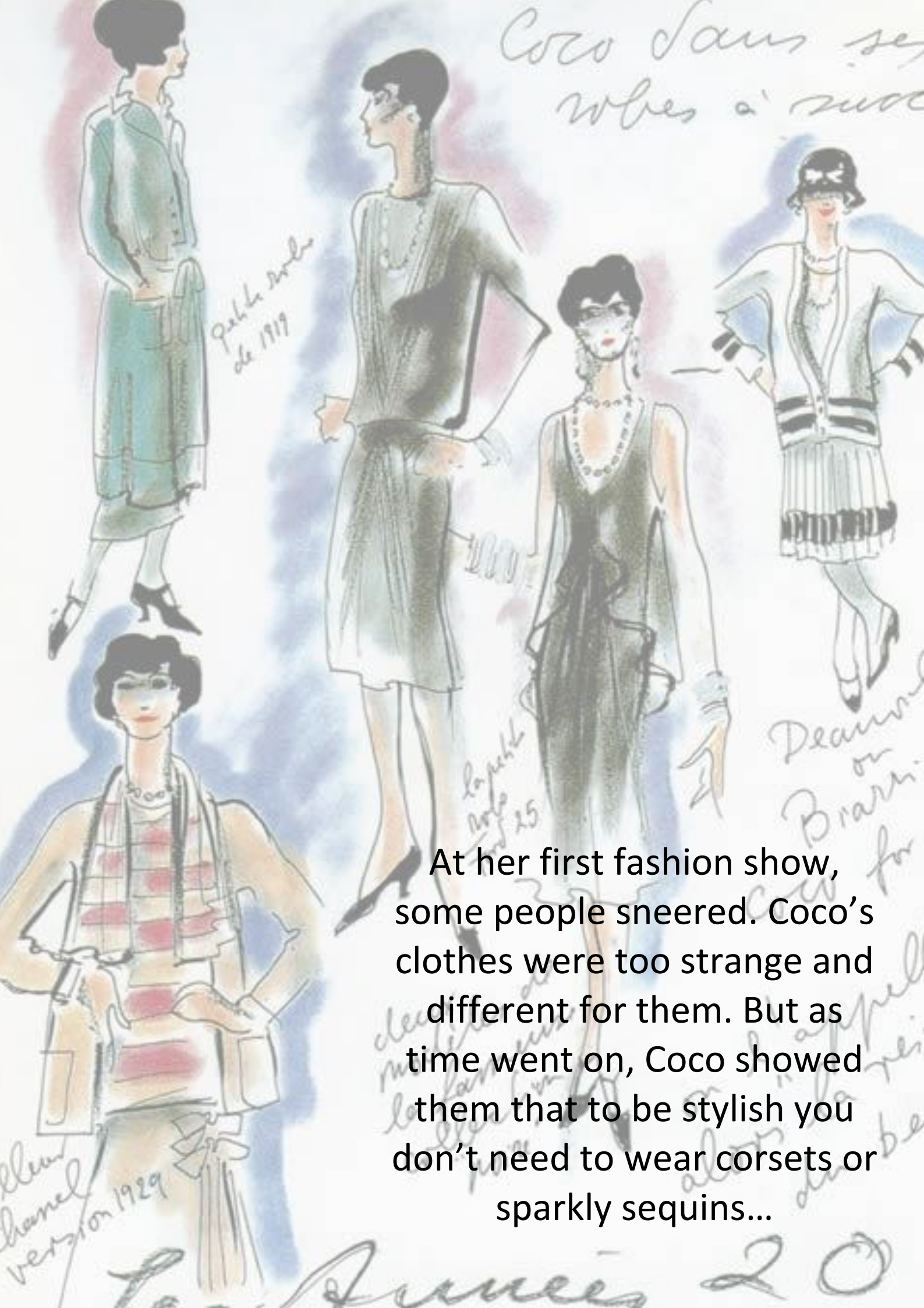
1916  
la meunière  
robe marine  
en ridac'honnel



1000  
dans son  
premier  
feuilleton  
de femme  
version  
1917

So, Coco created a brand new style, simple and straight. Her dresses and skirts would be comfortable to wear.





Coco sans se robes a' mode

La petite robe de 1919

La petite robe de 25

Dearness on Brann

At her first fashion show, some people sneered. Coco's clothes were too strange and different for them. But as time went on, Coco showed them that to be stylish you don't need to wear corsets or sparkly sequins...

Chanel version 1929

Coco 20



... and being different might make other people think differently too. That's why everyone now remembers the young Gabrielle as the great designer, Coco Chanel.





Born 1883

Died 1971





Coco Chanel was one of the most famous fashion designers that ever lived. She was born as Gabrielle Chanel in a charity hospital and grew up in a rundown house in a French town.





Following the death of her mother, when Gabrielle was 11 years old she was sent to a strict convent school, where she learnt to sew.





After school, she became a seamstress, sewing for a tailor during the day, while in the evenings she sang on stage. It was at this time that she earned the nickname 'Coco' from the soldiers in the audience.





In 1908 she became a hat-maker and soon afterwards opened her first shop in Paris. Soon she had more shops and started to sell clothes as well as hats. Her simple, elegant designs – which were straighter and shorter than normal, and freed women from corsets – took the world by storm.





In 1918 Chanel opened a couture house in 31 Rue Cambom and three years later she unveiled her first perfume, Chanel No 5. She became a worldwide fashion icon and her comfortable, easy-to-wear styles changed women's clothes forever.







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