ACADEMIC RESEARCH IN EDUCATIONAL SCIENCES VOLUME 2 | ISSUE 7 | 2021
ISSN: 2181-1385
Scientific Journal Impact Factor (SJIF) 2021: 5.723
Directory Indexing of International Research Journals-CiteFactor 2020-21: 0.89
DOI: 10.24412/2181-1385-2021-7-200-203

COCO CHANEL'S CREATIVE FORMATION AND HER EFFECT ON THE UNIVERSE OF FASHION

Mumina Akmalova
Third year student, YEOJU technical institute in Tashkent
akmalovabdurahmon5@gmail.com

ABSTRACT

This article is about the legendary designer Coco Chanel, a unique talent who is known and popular to many, who was able to influence the world of fashion, search for herself in spite of all the difficulties and amazed the fashion lovers of that time. For the fans of fashion, Chanel's role in the fashion world has been overshadowed by the fact that she has left an indelible mark on success despite her poor lifestyle.

Keywords: Coco Chanel brand, fashion design, repertoire, models, designs, accessories, redikul, fancy, trend, logotype, style.

INTRODUCTION

Nowadays there is no any doubt that, it is really hard to find a person who has not seen or heard of the various dresses, jewelry, bags and various other women's items that are created by Coco Chanel and shot under her name. However, we may not be aware of much information about how the designer's name got into the world of fashion, who she originally is, what motivated her to create, and how she all created.

MATERIALS AND METHODS

Gabrielle (Coco) Chanel is a French fashion designer who has changed the fashion of women's clothing all over the planet. Gabrielle Bonheur Chanel was born on August 19, 1883, in Soumur, Menva Laura, France. G.B. Chanel's father, Albert Chanel, was a seller at market , and her mother, Eugene Janne Devalle, worked as a laundress at a hospice, making a living. Chanel was the second child in the family. She had a sister named Julia. She had brothers named Alhonse, Antuanette, Lucian and Agustin. They died before the age of one. Chanel's mother died when she was 11, and her father left Albert Chanel's daughters in the hands of the priests at the monastery. For several years, G. Chanel lived in a monastery. Chanel then went to a boarding school in Moulins, where she studied under a nun. The orphanage was a very sad and strict institution and had its own rules of law. The only joy Gabriel had in those years was the vacation time she spent with her aunt Louise. Her aunt

ISSN: 2181-1385
Scientific Journal Impact Factor (SJIF) 2021: 5.723
Directory Indexing of International Research Journals-CiteFactor 2020-21: 0.89
DOI: 10.24412/2181-1385-2021-7-200-203

encouraged her to develop not only her sewing skills but also her imaginative interests. After the monastery, Chanel got a job as a seamstress, and then her interest in sewing increased, and she began to work at herself. In 1903, Maulin was crowded with soldiers. One of the officers invited the girl to a variety show. Gabriel loved to perform in public, and also served as a singer on stage from 1905-1908 under the pseudonym COCO to entertain and make more money. While singing, she earned the nickname COCO due to her songs “Quo qua and Coco” and “CO CO RI CO” in her repertoire. But his career did not last long. The person who gave Coco Chanel the opportunity to try her first success in the fashion world was her first lover, millionaire Etienne Balsan. Her next boyfriend, Arthur Edward Capel, nicknamed "Boy", will be the English captain. Going to Paris with Coco, he gave her an apartment to live a comfortable life. In 1910, Capel helped Chanel open its first store in the French capital, specializing in the sale of hats. Chanel's first store was in the 21st Rue-Cambon, Paris, where she sold her little hats. It was forbidden for Chanel to sell her dresses because there were already shops here responsible for selling the dresses. With the opening of the store, she created something new among real fashion enthusiasts. That is, casual hats for women were now minimalist style with feathers. As a result of her research, Chanel was able to provide her customers with hats in the form of sportswear and accessories. In this way, she began to attract the attention of young female customers who wanted to stand out with their style of dress.

MATERIALS AND METHODS

In 1913, Coco Chanel opened her second store in partnership with Davildo. In this new store, the designer was able to show case her ideas on women's fashion. According to Gabriel Chanel, comfort in clothing was the main goal, when the war broke out in 1914, most men went to the front, and the fate of France was in the hands of women. Wearing ruffels and frills cassettes in the factory was inconvenient and even dangerous for working women. Coco took the opportunity. She created a collection of everyday clothes from plain fabric. As Chanel put it, "The old world is gone, the opportunity is there, and I took advantage of it." She created such clothes that the nobles began to wear them with envy and dignity. The works created by Chanel made it possible to give up the luxurious and corseted dresses of this period.

The designer’s third store was located in Biartiz, and she made her success through these stores. She chose this place because of the large number of wealthy customers from Spain. The store, which opened in Biartiz in 1915, was a huge success for Chanel. Some time later, in 1918, the opening of the building at 31 Rue

ISSN: 2181-1385
Scientific Journal Impact Factor (SJIF) 2021: 5.723
Directory Indexing of International Research Journals-CiteFactor 2020-21: 0.89
DOI: 10.24412/2181-1385-2021-7-200-203

Combon in Paris was recognized as a high-demand couture house, Chanel fashion house was officially launched.

RESULTS AND DISCUSSION

In 1921, the designer created a collection of perfumes for the famous perfumer Ernets Bo. The fragrances were unique in that they combined fragrances. Coco chooses one of them and names it Chanel №5, which has become the most popular, expensive perfume. Women's perfumers before Chanel №5 did not have such a complex scent. Gabriel gave the women a unique necklace with the scent of a single flower.

As for the Chanel logotype, it was created in 1924. This logo is different from the theories of its inspiration. There are speculations that Coco Chanel may have seen the royal breastplate when she visited Catherine de Medici's royal residence at the time. . The Chanel brand logotype - the two letters "C" - is the initials of Coco Chanel's name.

In 1925, the designer presented one of her masterpieces: a three-piece Chanel suit, a collarless shirt, jeans and skirts. This line of clothes has changed the way women around the world dress. Especially the little black dresses that Coco Chanel has been creating for 10 years have been very popular. These clothes radically changed the wardrobe of women, as black was reserved for days of mourning and the poor. Another of her fashion breakthroughs was the ceremonial form of the black dress. Before the development of Chanel Houte Couture in the world, Western women viewed this dress as a source of mourning. During this period, Chanel took its growing business to new heights. In the 1930s, she created several costumes for Hollywood films, which earned him a reputation in the United States. When World War II broke out, Coco ceased to exist because people did not need fashion during the war. Coco Chanel left for Switzerland, where she lived for 10 years, and her fame began to fade. In Paris, new designer collections have appeared. The Dior fashion house was a huge success. Returning to Paris in 1953, the Chanel House reappeared in the fashion world, but the designer was subjected to various criticisms. However, Gabriela soon got to her feet and remained in the spotlight as before. This is due to the fact that Chanel introduced in February 1955 a shoulder-bag chain bag, which has become an integral "friend" of ladies. It is called Chanel 2.55. In 1957, she was awarded the Neiman Marcus Fashion Award for her outstanding services in the field of fashion, usually given to several people in the same edition. However, the year Coco Chanel took over, she was the only winner. The collections created by Chanel

ISSN: 2181-1385
Scientific Journal Impact Factor (SJIF) 2021: 5.723
Directory Indexing of International Research Journals-CiteFactor 2020-21: 0.89
DOI: 10.24412/2181-1385-2021-7-200-203

gradually separated from corset dresses. Coco emphasizes her noble values in the clothes she creates, which is a unique novelty in the fashion world. Women who wore pants during the Chanel era were not found in Europe, but the founder of the trend broke the rules of fashion by revealing the inconvenience of riding a horse in a long skirt, inspiring male riders to emphasize the comfort of pants to female fans and creating pants for women. This has made it comfortable for women in the fashion world and in the business process to this day.

CONCLUSION

Chanel is the only fashion designer to be included in the list of the 100 most influential people of the 20th century. She also has an impact on the modern fashion world. This can be seen in the example of the little black dress. Chanel-style black dresses are available in almost all collections of modern fashion houses today. Coco's favorite colors were white and black. Chanel not only emphasizes that the dress should be white and black, but also the use of these colors in the shoes. That is, the shoes should be white and black. Because they help to make a woman attractive. It should be noted that today, the Chanel fashion house also adhered to strict classical styles, and in the "Chanel's 2013 collections" black and white were widely used. "Fashion will pass, style will remain," said Coco Chanel, who has a significant understanding of future fashion. True, this can be bypassed-but not unless you're a techie who knows what she's doing. After all, new styles from outdated styles can be used to create different styles. Founded in 1910 by a French fashion designer, the fashion house reportedly focuses on a wide variety of collections, ready-made clothes, perfumes and accessories. The company is now owned by the grandchildren of Pierre Wertheimer, Coco Chanel's first business partner, Alain Wertheimer and Gerard Wertheimer.

REFERENCES

1. https://uz.warbletoncouncil.org/coco-chanel-7183
2. https://www.factinate.com/people/43-fashionable-facts-coco-chanel/amp/ https://www.biography.com/.amp/fashion-designer/coco-chanel
3. Д. Ю. ЕРМИЛОВА Москва АСАДЕМА 2003. страница 52.
4. https://en.wikipedia.org/wiki/Chanel#:~:text=Logo%20-%20the%20House%20of%20Chanel%20is%20represented,Chanel%22%20trademark%20and%20font%20were%20introduced%20in%201926.