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

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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.