

CHANEL

Saturday, 05 March 2005

Last Updated Friday, 18 August 2006

Founded by Coco Chanel by 1909, the small shop selling ladies headwear had moved to the upmarket Rue Cambon within a year. The house became especially famous with its signature Chanel No. 5 fragrance - so called as it was the fifth attempt at creating a Chanel perfume that Coco Chanel liked - and the popular Chanel suit, an elegant creation comprised of a knee-length skirt and trim, boxy jacket, traditionally made of woven wool with black trim and gold buttons and worn with large costume-pearl necklaces.

After Chanel No. 5 was launched in 1923, Coco Chanel's fashions became well-known and were purchased by the high flyers of London and Paris society alike. Chanel took to living at the Hôtel Ritz, and her suite of residence is named the Coco Chanel Suite even today. The German designer Karl Lagerfeld now presides over the house.

[Visit website](#)