

  
**CHANEL**





# The Company

Chanel S.A. is a high fashion house that specializes in haute couture and ready-to-wear clothes, luxury goods and fashion accessories. The House of Chanel is known for the "little black dress", the perfume No. 5 de Chanel, and the Chanel Suit. Coco Chanel revolutionized fashion — high fashion (haute couture) and everyday fashion (prêt-à-porter) — by replacing structured-silhouettes, based upon the corset and the bodice, with garments that were functional and at the same time flattering to the woman's figure.







*”Luxury must be comfortable, otherwise it is not luxury ” – Coco Chanel*



*Planning and  
organization of the  
retailer*

CHANEL

МОСКВА - ЕКАТЕРИНБУРГ





# Mission, vision, philosophy, objectives

## Mission

Be the ultimate house of luxury, defining style, and creating desire, now and forever.

## Vision

Fashion to be functional

## Values

- Elegance
- Luxury,
- Exceedingly good quality
- Attention to the details
- “Less is more” approach

## Philosophy And Attitude

Fashion changes but style endures, and simplicity is the keynote of all true elegance.

## Objectives

- Keep long-term vision, and investment position
- Keep rarity, and exclusivity position
- Attract younger audience
- Promote more Ready-to-wear collections
- Promote only new collections



# Key Leaders

- ⌘ Gabriella “Coco” Chanel – founder and icon;
- ⌘ Karl Otto Lagerfeld – head of designer and creative director
- ⌘ Alain Wertheimer – co-owner
- ⌘ Gérard Wertheimer – co-owner



→ The two Wertheimer brothers are grandsons of Pierre Wertheimer, Coco's business partner in the early 20's



# Brief History

1910:  
"Chanel  
Models" on  
the 31  
Cambon  
Street, Paris

1915:  
1st couture  
collection  
and 1st  
couture  
boutique in  
Biarritz

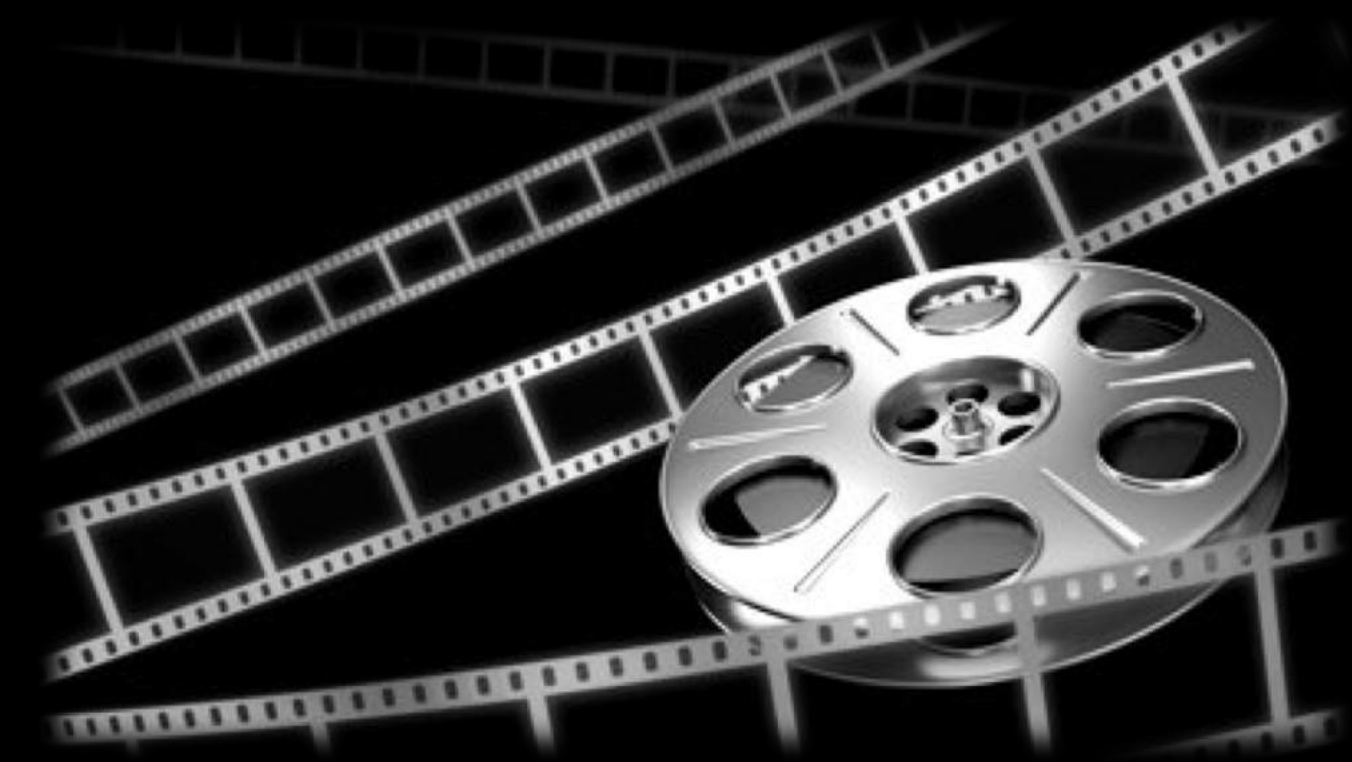
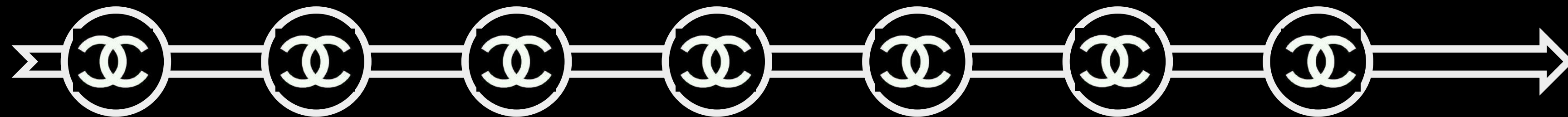
1922:  
Partnership  
with Pierre  
Wertheimer

1937:  
5 boutiques  
in Paris and  
prêt-à-  
porter  
collection

1913: Jersey  
garments  
collection

1921:  
"Chanel  
No.5" by  
Ernest  
Beaux

1931:  
Hollywood  
Cooperation  
requested  
by Samuel  
Goldwyn





# Brief History

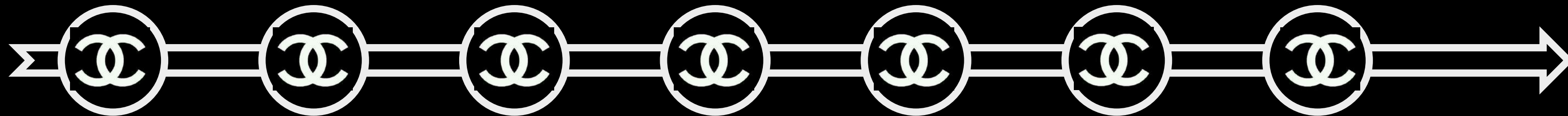


1939-1945:  
Out of 5  
boutiques,  
only the one  
in Cambon  
street  
remained

1954:  
Re-opening of  
the "Couture  
House"

1957:  
Creation  
of the  
legendary  
two-tone  
slingback  
shoe

1971:  
Death of  
Gabrielle  
Chanel  
(at the age of  
87)



1944:  
Coco was  
arrested for  
collaboration  
with the Nazis  
and sent in  
exile to  
Switzerland

1955:  
Launching of  
the iconic  
Chanel 2.55  
quilted  
handbag

1960:  
"The House  
of Chanel"  
was wore by  
Elizabeth  
Taylor,  
Jane Fonda,  
Jackie  
Kennedy,  
Grace Kelly,  
Jeanne  
Moreau





# Chanel after Coco

- ❖ 1971: Yvonne Dudel, Jean Cazaubon and Philippe Guibourgé
- ❖ 1974: Alain Wertheimer assumed control of Chanel S.A.
- ❖ 1978: The House of Chanel expands with its 1st Ready-to-Wear collection and the worldwide distribution of accessories
- ❖ 1983: Karl Lagerfeld as Creative Director for Chanel Fashion, designer of all Haute Couture, Ready-to-Wear and Accessory collections
- ❖ 1987: 1st line of Chanel Watches and since then new fragrances, beauty products, jewelry and clothes.





# High-End and Luxury



 Marilyn Monroe for Chanel in 1955

 Audrey Tautou for Chanel in 2009





# Social Media and Web Presence

 Official website

CHANEL



*Gabrielle Chanel*

THE STORY

HAUTE COUTURE

FASHION

FINE JEWELRY

WATCHES

INSIDE CHANEL

FRAGRANCE

MAKEUP

SKINCARE

CHANEL

HAUTE COUTURE COLLECTIONS PRODUCTS CHANEL'S GABRIELLE BAG

SPRING-SUMMER 2017  
AVAILABLE IN BOUTIQUES

SEE THE COLLECTION

STORE LOCATOR ARTIST LANGUAGES CHANEL.COM



29 MARS 2017



## TAILLEUR PRINTEMPS-ÉTÉ

La collection Prêt-à-Porter Printemps-Été 2017 est disponible en boutiques et sur [chanel.com](http://chanel.com).

© Privé et Public. L'Officiel de la Couture et de la Mode de Paris.

28 MARS 2017



## LINGERIE DE JOUR

"Une armure pour le monde extérieur et quelque chose de plus raffiné pour l'intimité." Karl Lagerfeld

24 MARS 2017



## TWEED PIXEL

Les codes Chanel ont été réinterprétés dans une veine technologique : les fils de coton ou de denim font écho à l'architecture des câblages électroniques, la structure du tweed a été numérisée pour créer un nouveau motif, les boutons des vestes ont laissé la place à des scratchs qui structurent la composition du vêtement.

© Chanel Privé et Public.

23 MARS 2017

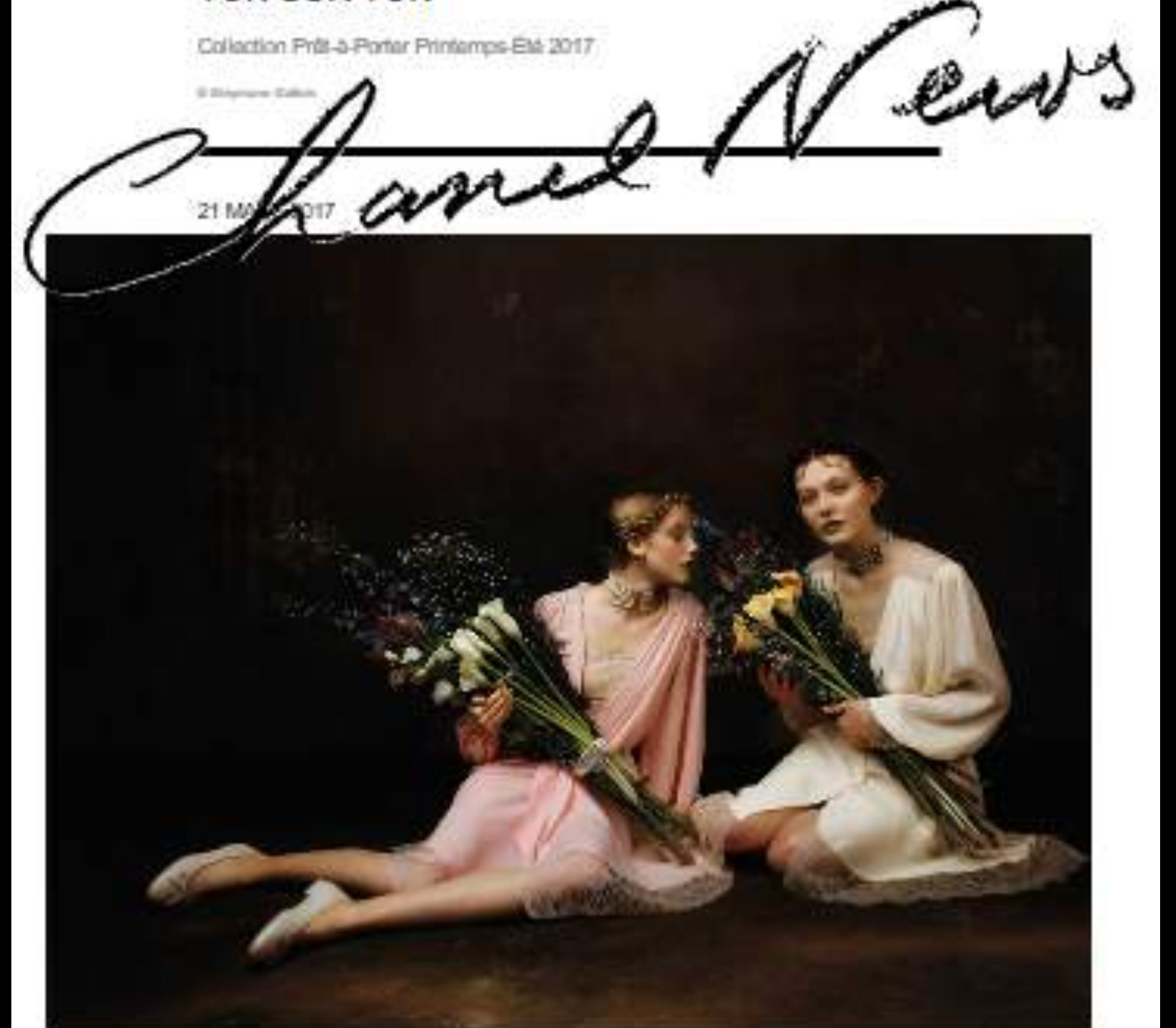


TON SUR TON

Collection Prêt-à-Porter Printemps-Été 2017

© Chanel Privé et Public.

21 MARS 2017



## FLOWER SELLERS

La magazine "Female" Singapour propose une représentation inspirée de la peinture "The flower sellers" de Diego Rivera. Le tableau réinterprété, met en scène deux jeunes filles vêtues de robes de soie et dentelle portées avec les ballerines de la collection Printemps-Été 2017.

La collection est disponible en boutiques et sur [chanel.com](http://chanel.com).

© Chanel Privé et Public. L'Officiel de la Couture et de la Mode de Paris.

20 MARS 2017





CHANEL

FRAGRANCEMAKEUPSKINCARESPECIAL EDITIONS

SIGN IN

ROUGE COCO Gloss

DISCOVER

THE IRREPLACEABLES

SUBLIMAGE

DISCOVER

N°5

DISCOVER

ROUGE COCO

DISCOVER

THE ESSENTIALS

LE VERNIS

DISCOVER

N°5

DISCOVER

ALLURE HOMME SPORT

DISCOVER

CHANCE EAU TENDRE

DISCOVER

CHANEL BEAUTY TALKS

EPISODE #8: RED POWER

WATCH THE MOVIE

THE ART OF WRAPPING

RECEIVE YOUR ORDER IN A CHOICE OF UNIQUE WRAPPING

DISCOVER

CLIENT SERVICE

THE CHANEL ONLINE BOUTIQUE IS AVAILABLE AT 0800 558 500, MONDAY - FRIDAY, FROM 10AM - 8PM OR VIA EMAIL

ORDER

COMPLIMENTARY SAMPLES, UNIQUE PACKAGING AND RETURNS WITH EVERY ORDER

COMPLIMENTARY STANDARD DELIVERY ON ORDERS OVER £60

\*ONE VIAL PER CLIENT AS PART OF A COMPLIMENTARY FLAVOURLESS FACE CONSULTATION, WHILE STOCKS LAST

NEWSLETTER

SUBSCRIBE TODAY TO RECEIVE THE LATEST NEWS FROM CHANEL, FROM EXCITING NEW PRODUCT LAUNCHES, LIMITED EDITION COLLECTIONS TO INSPIRATIONAL GIFT IDEAS.

SIGN UP

CHANEL

FRAGRANCEMAKEUPSKINCARESPECIAL EDITIONS

SIGN IN

ALL

NEW

CHANEL / Fragrance

BLEU DE CHANEL

BLEU DE CHANEL

EAU DE TOILETTE SPRAY

Starting from £52.00

QUICK BUY

BLEU DE CHANEL

EAU DE PARFUM SPRAY

Starting from £63.00

QUICK BUY

BLEU DE CHANEL

EAU DE PARFUM REILLABLE TRAVEL SPRAY

NEW

£70.00

QUICK BUY

BLEU DE CHANEL

AFTER SHAVE LOTION

£48.00

QUICK BUY

BLEU DE CHANEL

AFTER SHAVE BALM

£38.00

QUICK BUY

BLEU DE CHANEL

SHOWER GEL

£28.00

QUICK BUY

CHANEL

FRAGRANCEMAKEUPSKINCARESPECIAL EDITIONS

SIGN IN

COMPLEXION

ALL PRODUCTS

LIPS

ALL PRODUCTS

EXCLUSIVE CREATION COCO CODE

GIVE FREE REIN TO YOUR CREATIVITY

DISCOVER

ROUGE COCO GLOSS

I WANT THEM ALL

DISCOVER

COCO CODES SPRING COLLECTION 2017

PLAY WITH COLOURS

DISCOVER

COCO CODES SPRING COLLECTION 2017

FOLLOW YOUR INSTINCTS

DISCOVER

NAILS

ALL PRODUCTS

DISCOVER

ACCESSORIES

ALL PRODUCTS

DISCOVER

## CHANEL

FRAGRANCE MAKEUP SKINCARE SPECIAL EDITIONS

### WOMEN

N°5  
COCO MADEMOISELLE  
CHANCE  
CHANCE EAU FRAÎCHE  
CHANCE EAU TENDRE  
CHANCE EAU VIVE  
COCO NOIR  
COCO  
ALLURE  
ALLURE SENSUELLE  
N°19  
CRISTALLE

### MEN

BLEU DE CHANEL  
ALLURE HOMME SPORT  
ALLURE HOMME  
ALLURE HOMME ÉDITION  
BLANCHE  
PLATINUM ÉGOÏSTE  
ÉGOÏSTE  
POUR MONSIEUR  
ANTAEUS

### NEW PRODUCTS

DISCOVER THE LATEST CREATIONS  
GABRIELLE CHANEL


### LES EXCLUSIFS DE CHANEL

DISCOVER THE COLLECTION

### DANS LES CHAMPS DE CHANEL

GRASSE, THE CRADLE OF PERFUMERY








**CHANEL**

**CHANEL** ✓  
@chanel

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"Chanel is above all a style. Fashion passes, style remains." Gabrielle Chanel

 18,722,233 Likes  
Luana Andrada Viana and 5 other friends like this

**About** [See All](#)


[www.chanel.com/](#)

[Company](#)





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**CHANEL** added 6 new photos.  
March 22 at 1:00pm · [Public](#)

CHANEL introduces its second fine watchmaking movement: crafted by the House's Swiss manufacture, the Calibre 2 mimics the perfect curves of Mademoiselle's favorite flower. This technical feat gives its remarkable allure to the Première Camélia Skeleton watch, exclusively unveiled at Baselworld 2017. Find out more on [chanel.com/-Baselworld2017](#)



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BUSINESS INFO

- Started on August 19, 1883
- Mission
  - "Fashion passes, style remains..."
  - This simple statement captures the essence of her revolutionary contribution to culture.
  - CHANEL continues, after almost a century, to inspire women of all ages all over the world with its timeless modernity.

CONTACT INFO

<http://www.chanel.com/>

MORE INFO

- About
  - "Chanel is above all a style. Fashion passes, style remains."
  - Gabrielle Chanel
- Company Overview
  - Designer, visionary, artist, Gabrielle 'Coco' Chanel reinvented fashion by transcending its conventions, creating an uncomplicated luxury that changed women's lives forever. She followed no rules, epitomising the very modern values of freedom, passion and feminine elegance.
- Products
  - From the little black dress to the tweed suit, the quilted handbag to the two-tone shoe and camellia brooch, the perfect red lipstick and the world's best-selli... See More
- Company

STORY

For expert advice, concerns regarding CHANEL products or questions about our company, please contact CHANEL Customer Care through your local "Contact us" link on [www.chanel.com](http://www.chanel.com).

Milestones

- 2011 Culture CHANEL
- 2008 Mobile Art
- 2007 LES EXCLUSIFS CHANEL, Art as Universe
- 2005 CHANEL at the MET
- 2002 The Metiers d'Art
- 2000 J12
- 1996 Allure
- 1993 Creation of CHANEL Fine Jewelry and Watches
- 1987 The Premiere Watch
- 1983 Karl Lagerfeld
- 1981 Jacques Polge
- 1978 Creation of Ready-to-Wear
- 1974 Cristalle
- 1971 "May my legend prosper and thrive. I wish it a long and happy life!" - Mademoiselle Chanel
- 1970 CHANEL N°19
- 1960 The 1960's - Celebrities in CHANEL

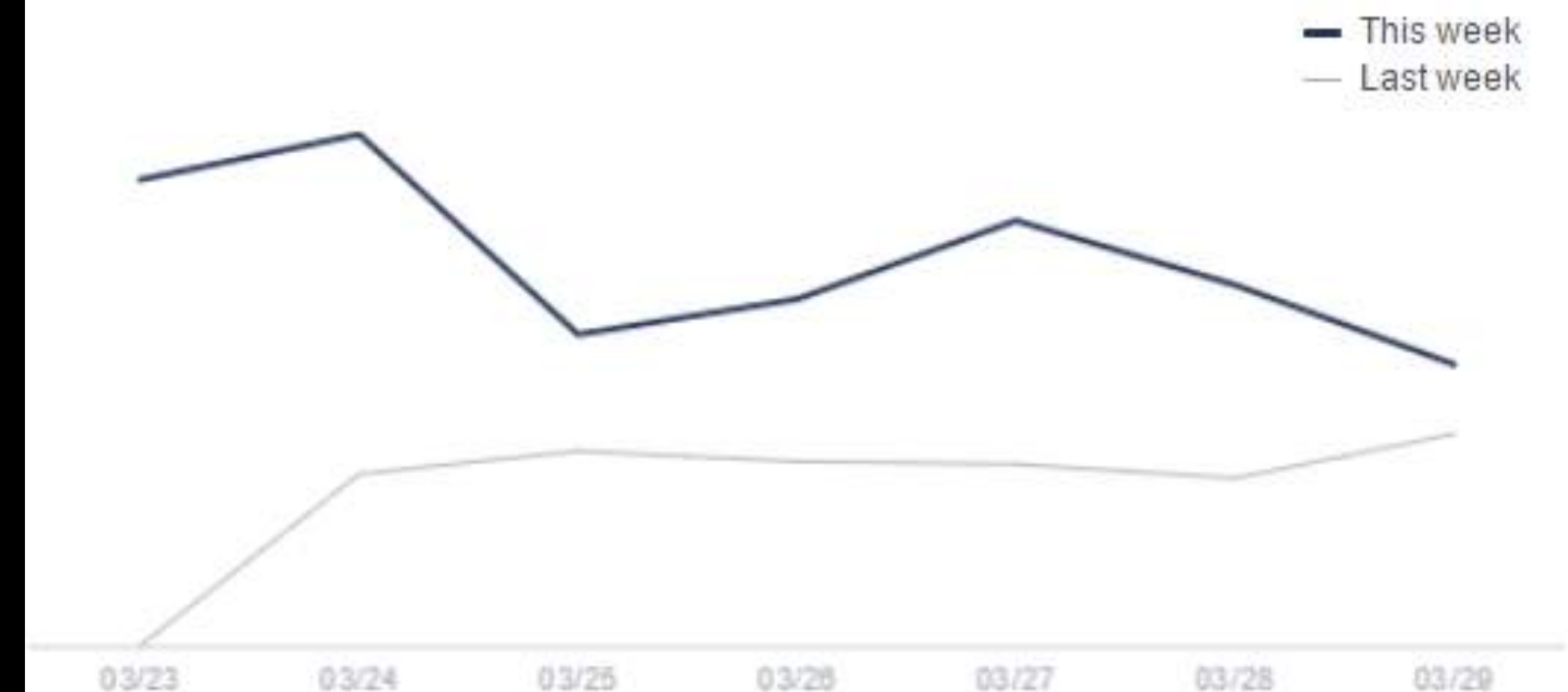
People

758,775 People Talking About This

129,982 People Checked In Here


18,722,359 Total Page Likes  
▲ 0.6% from last week

107,122 New Page Likes  
▲ 143.2%



18,473,122 Total Page Follows  
0% from last week





chanelofficial

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19.1m followers

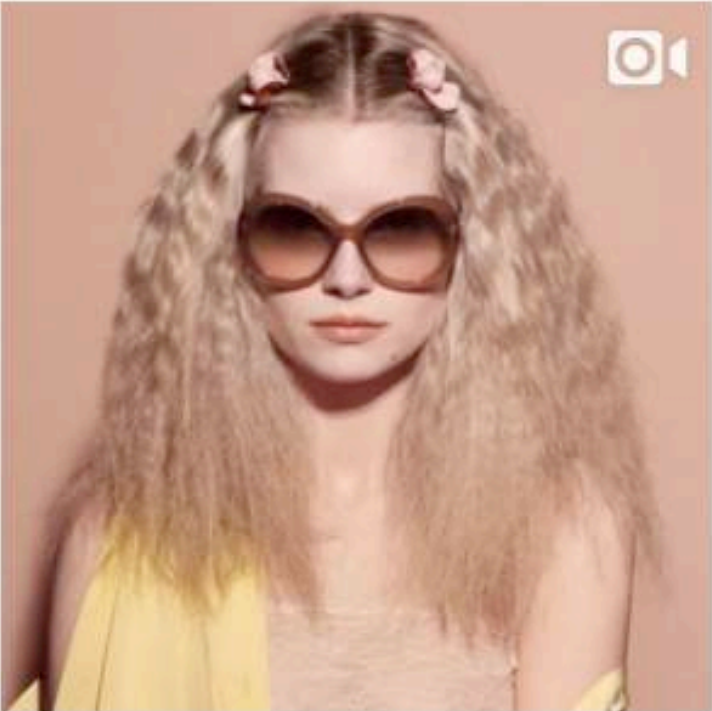
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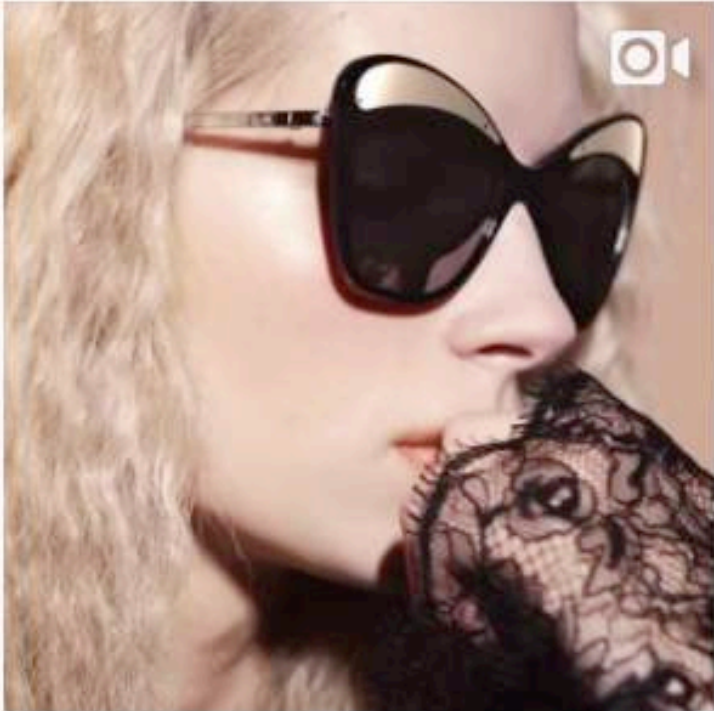
CHANEL


"Chanel is above all a style. Fashion passes, style remains." Gabrielle Chanel


chanel.com

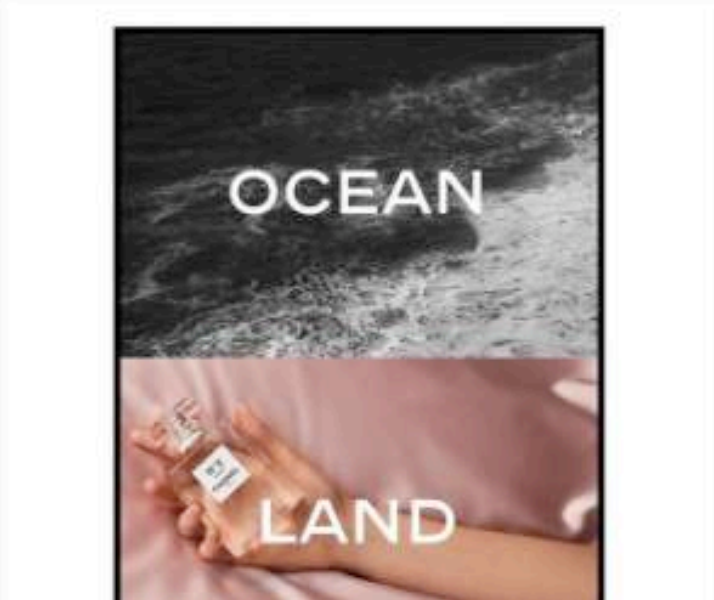







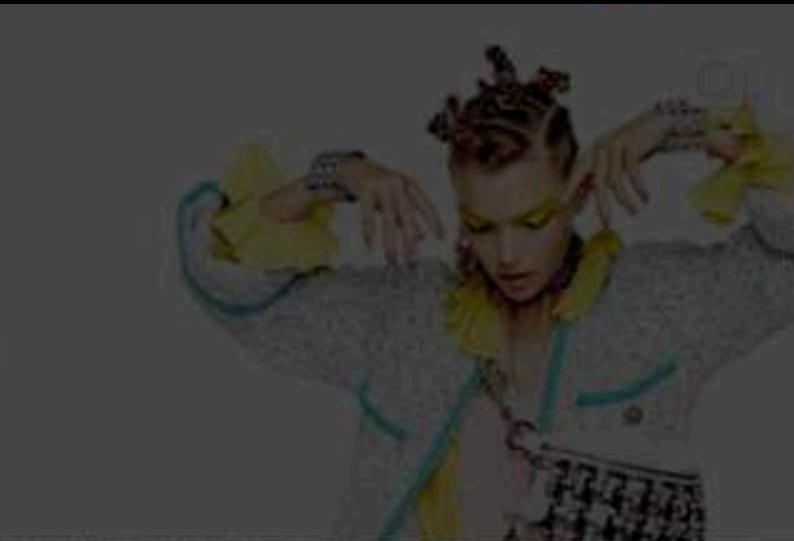


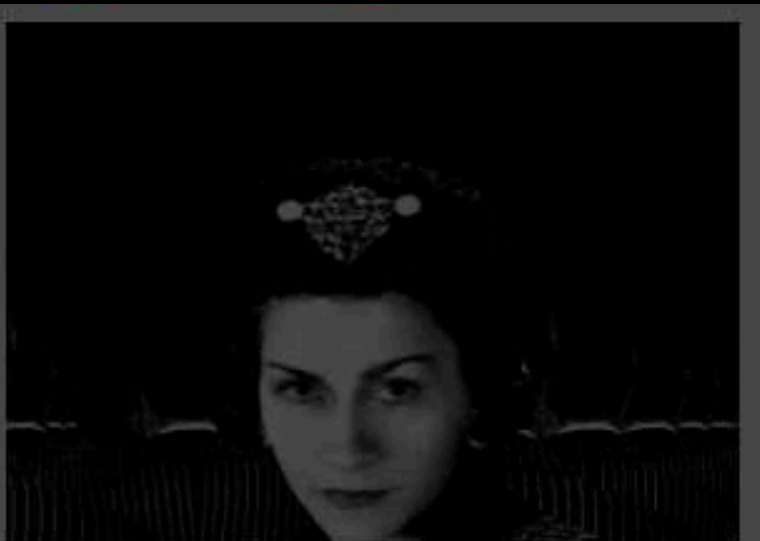





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chanelofficial

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Gabrielle, A Rebel at Heart. Chapter 18 of #InsideChanel. #GabrielleChanel View the full film on inside-chanel.com (link in bio)

view all 357 comments


itssarahsan What an inspiration.


...

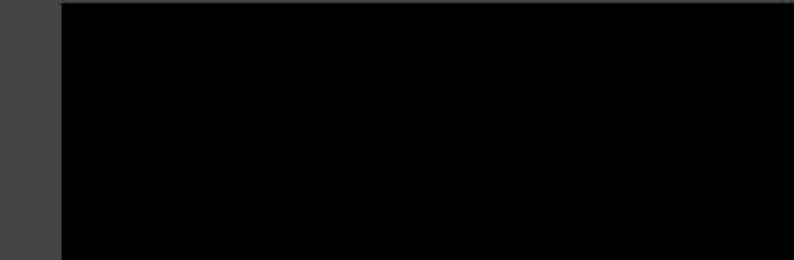
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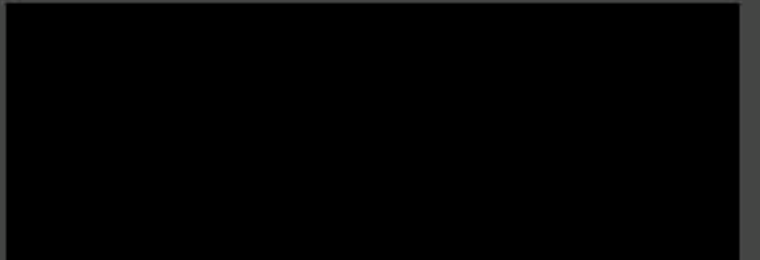
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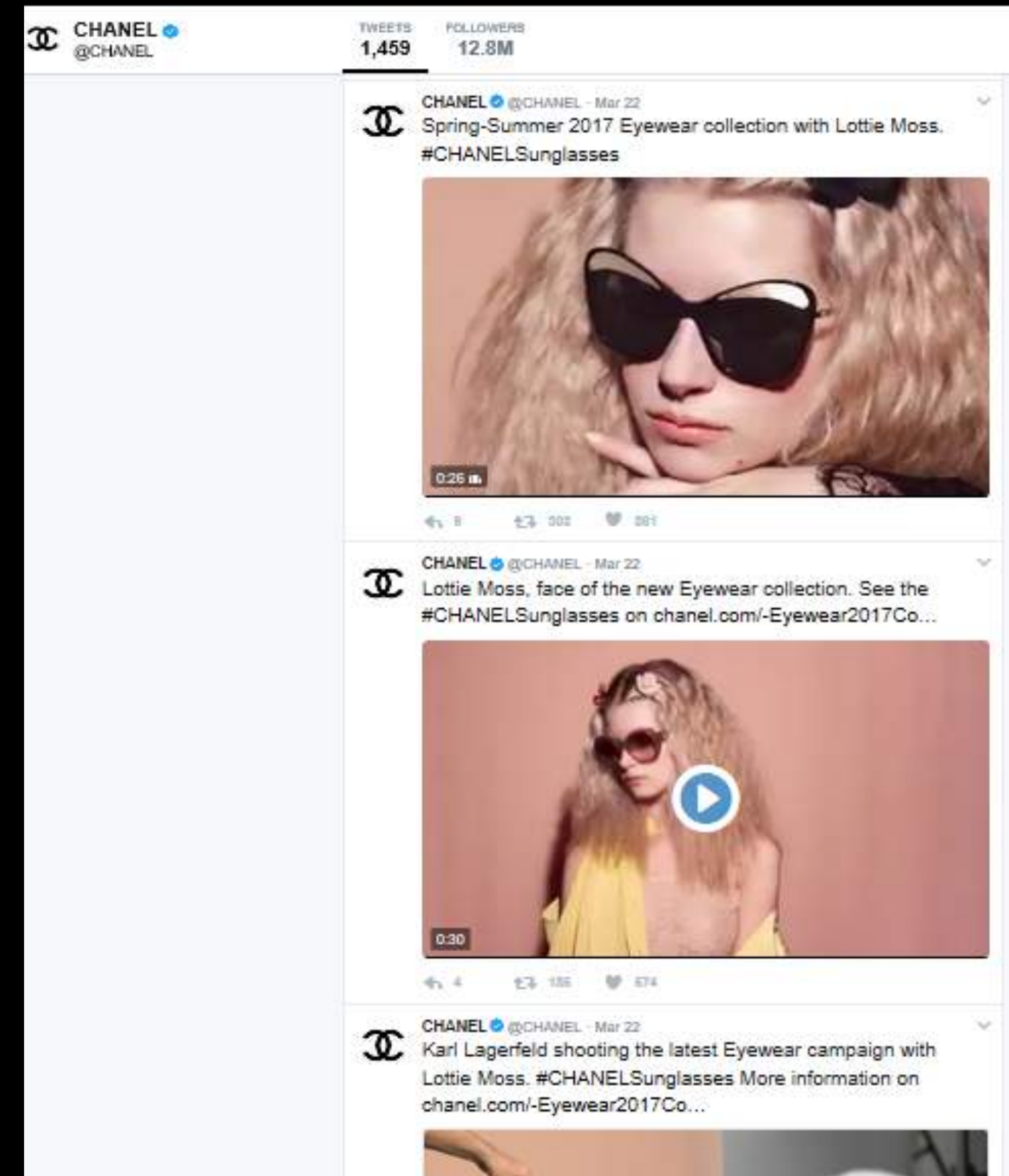
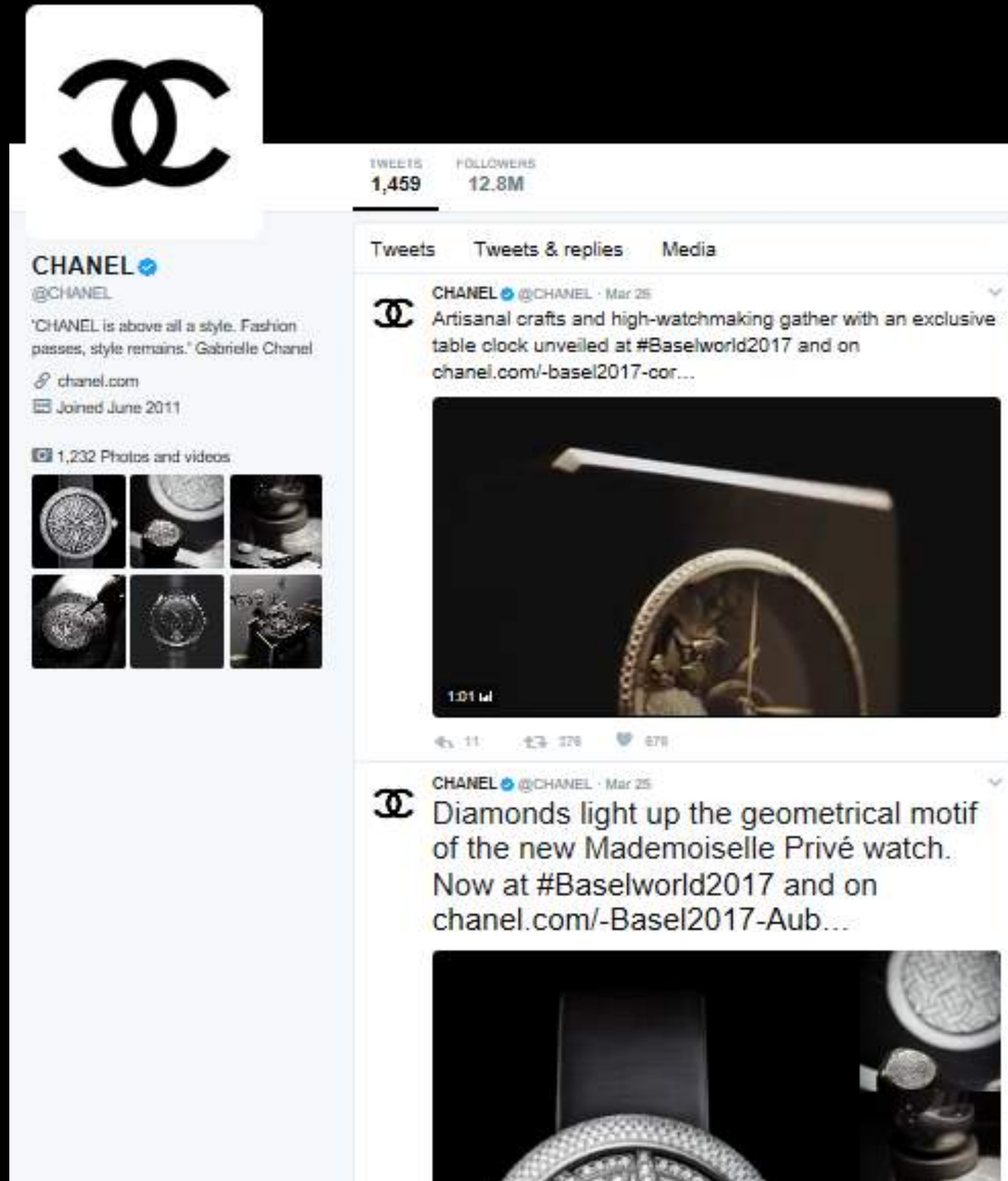














# Twitter account










CHANEL



CHANEL

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783,038 subscribers • 302,213,700 views  
Joined Oct 10, 2005






Description

Designer, visionary, artist, Gabrielle 'Coco' Chanel reinvented fashion by transcending its conventions, creating an uncomplicated luxury that changed women's lives forever. She followed no rules, epitomizing the very modern values of freedom, passion and feminine elegance.




"Fashion passes, style remains..."  
This simple statement captures the essence of her revolutionary contribution to culture. CHANEL continues, after almost a century, to inspire women of all ages all over the world with its timeless modernity.




From the little black dress to the tweed suit, the quilted handbag to the two-tone shoe and camellia brooch, the perfect red lipstick and the world's best-selling fragrance N°5, the list of CHANEL's innovations is unparalleled. CHANEL has continued this glorious heritage of creation, playing fearlessly with Coco's radical legacy, offering a vision for the future of the House that is as memorable as its past.



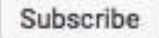
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

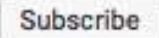




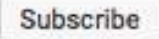
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CHANEL


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LA MONTRE PREMIERE CAMÉLIA SKELETON - CHANEL  
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More on <http://chanel.com/-Baselwor...>  
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WATCHES





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CHANEL   
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LA MONTRE PREMIERE CAMÉLIA SKELETON - CHANEL  
CHANEL   
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J12: The Duel Round 1 - CHANEL  
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J12: The Duel Round 2 - CHANEL  
CHANEL   
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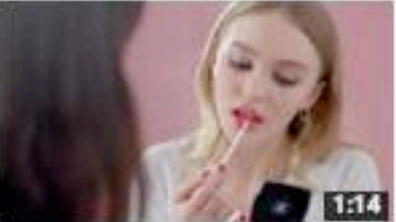



Happy hour with my BOY-FRIEND - CHANEL  
CHANEL   
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CHANEL BEAUTY TALKS





CHANEL Beauty Talks: Episode 4 "Gloss Only" with Lily-Rose Depp  
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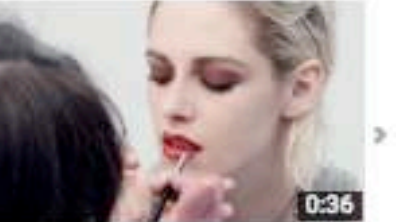
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ROUGE COCO GLOSS




**CHANEL**  
Luxury Goods & Jewelry  
10,001+ employees

467,309 followers

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Home



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**Website**  
<http://www.chanel.com>

**Industry**  
Luxury Goods & Jewelry

**Type**  
Privately Held

**Company Size**  
10,001+ employees


**CHANEL employees**



**Agota Toth**  
Fashion Designer


See how you're connected

**Careers**



**Interested in CHANEL?**  
29 jobs posted

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## Recent Updates

**CHANEL** Watch "Gabrielle, A Rebel at Heart" Chapter 18 of #InsideChanel. Discover more on #GabrielleChanel at [www.inside-chanel.com](http://www.inside-chanel.com)



### Gabrielle, A Rebel at Heart - Inside CHANEL

youtube.com · Discover more on <http://inside-chanel.com> "I decided who I wanted to be, and that is who I am." Gabrielle Chanel's life can be summed up in three ways: to ch...

Like (1,433) · Comment (35) · Share · 1 month ago

 Sylvie Di Mascio, Margherita Imburgia +1431

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**Eléonore Dufau** A fine homage !  
14 days ago



**Ruth Giorgi** Classic !! Love it!!  
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Add a comment...

**CHANEL** is hiring: [AREAS SALES SUPERVISOR - FRAGRANCES & BEAUTY \(M/W\)](#)

Careers at CHANEL · See more jobs · 5 hours ago

**CHANEL** is hiring: [CRM / MEDIA ASSISTANT](#)


Careers at CHANEL · See more jobs · 1 day ago

**CHANEL** is hiring: [CDD Chef de Projet Support Retail](#)

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# Google+ account

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2,191,472 followers


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Discover more on [#GabrielleChanel](#) at [inside-chanel.com](#)




Gabrielle, A Rebel at Heart - Inside CHANEL

+1 65


13 12

 Nicole Courtois: Super, mais j'avais lu sa vie incroyable, une dame de fer !!  
Merci d'avoir pensé à moi ! Celle de Lagerfeld est pas mal non plus

 CHANEL • Public 19w

Discover the Collection Libre.




**CHANEL**


Designer, visionary, artist, Gabrielle 'Coco' Chanel reinvented fashion by transcending its conventions, creating an uncomplicated luxury that changed women's lives forever. She followed no rules, epitomizing the very modern values of freedom, passion and feminine elegance.

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Links

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Photos





# Analysis of obtained information

Page 21





# *Analysis of the Retailer*

CHANEL

МОСКВА - ЕКАТЕРИНБУРГ





# Retail Image of the Company

⌘ Ready-to-wear

⌘ Focus on personal and visual experiences

⌘ VIP service





# Training programs



## ⌘ Sessions of training program:

- ⌘ Presentation of the company and products
- ⌘ Rules and policies
- ⌘ Sales techniques
- ⌘ Information about company expectations and rules



# Ethics projected by the retailer

Page 25



- ⌘ Never replied any criticism
- ⌘ Lowest rank in sustainability
- ⌘ 2014– Accusation of poor working conditions in a Chinese Factory
- ⌘ 2015 – Violations of California wage and labor law
- ⌘ 2016 – Accusation of the use of natural fur
- ⌘ No community engagement in North America



# Atmosphere in the store

## ⌘ Exterior:

- ⌘ Brand's name on top
- ⌘ Big shop window with mannequins
- ⌘ Small shop windows with bags





# Atmosphere in the store

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## ⌘ Interior:

Chic atmosphere

Chanel No 5 smell

Good illumination

Black & white colors

Logo in the carpet





# Atmosphere in the store

## Layout:

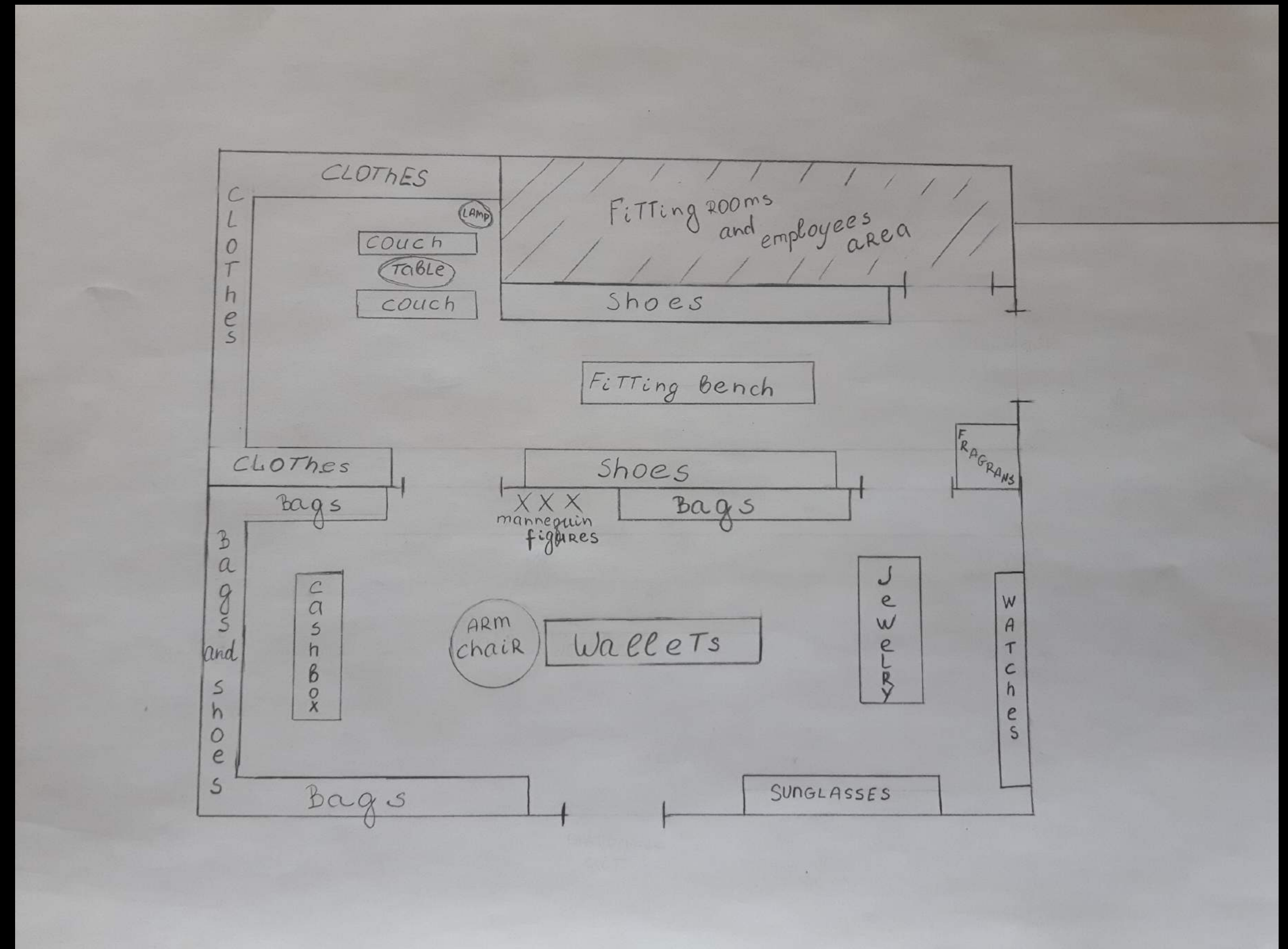
- simple and gridiron
- two connected rectangles
- two doors in different directions

## First room:

- accessories and cashier

## Second room:

- latest clothes collection
- shoes and fragrances



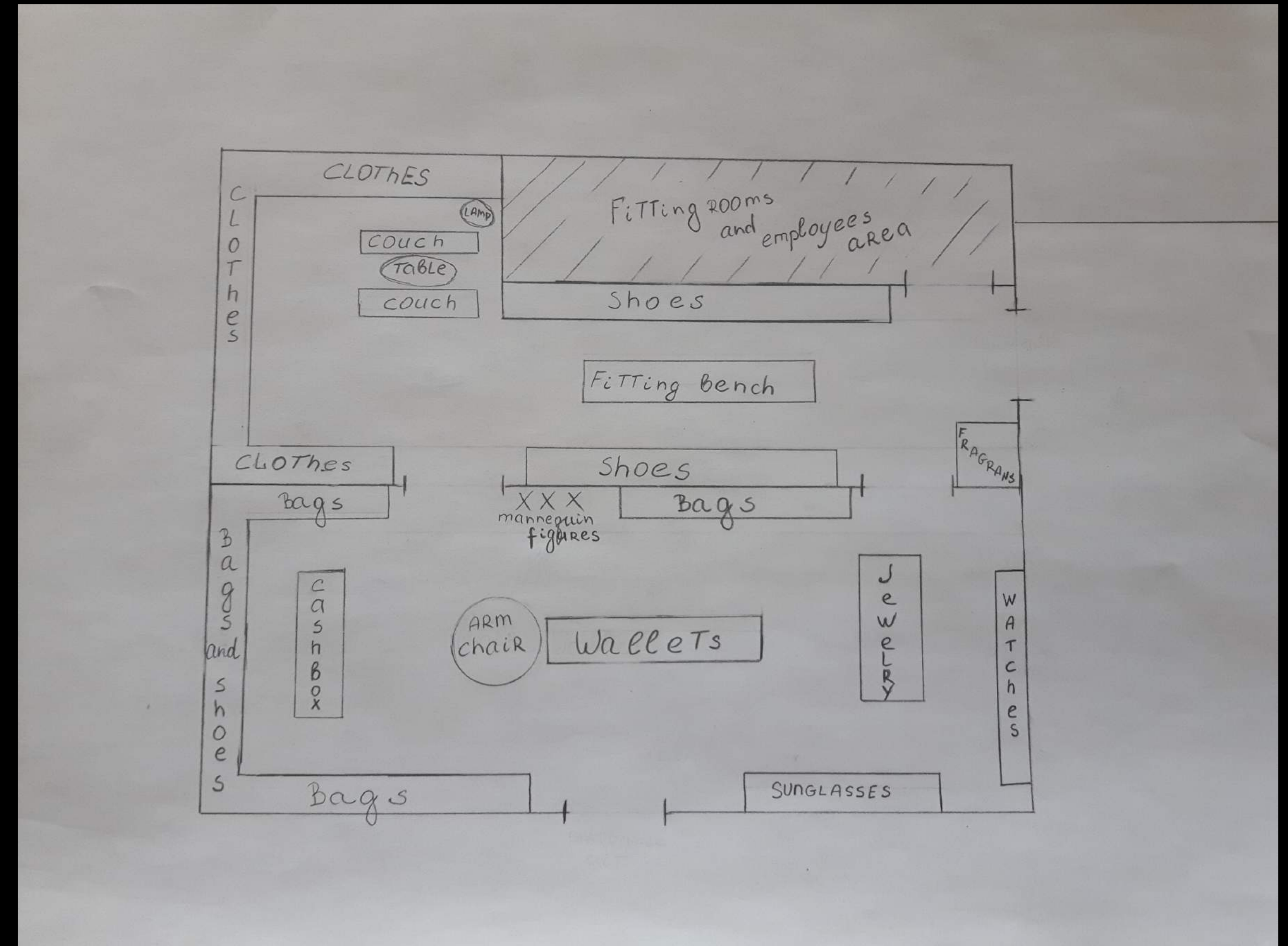


# Layout of the Store

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## Layout:

- Counters and Fixtures
- Linear Design
- Vertical and Horizontal aisles
- Efficient use of space
- Simple and predictable to navigate
- Brand's Identity





# Security control of losses/theft

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⌘ Chanel is a private, independent company: Information is not disclosed to public;

⌘ Chanel's Website - CAREERS section: Loss Prevention Programs:

⌘ **Loss Prevention Programs:**

⌘ **Internal (Employee) Theft:** is the largest contributor to loss for most retailers, regardless of size or segment.

⌘ **External Theft:** is often caused by shoplifting, break-ins, robberies or other acts by outside sources.



# Return Policy

- ⌘ Chanel's return policy is quite simple: 15 days from day of purchase to exchange, no refunds.

# Store Promotion

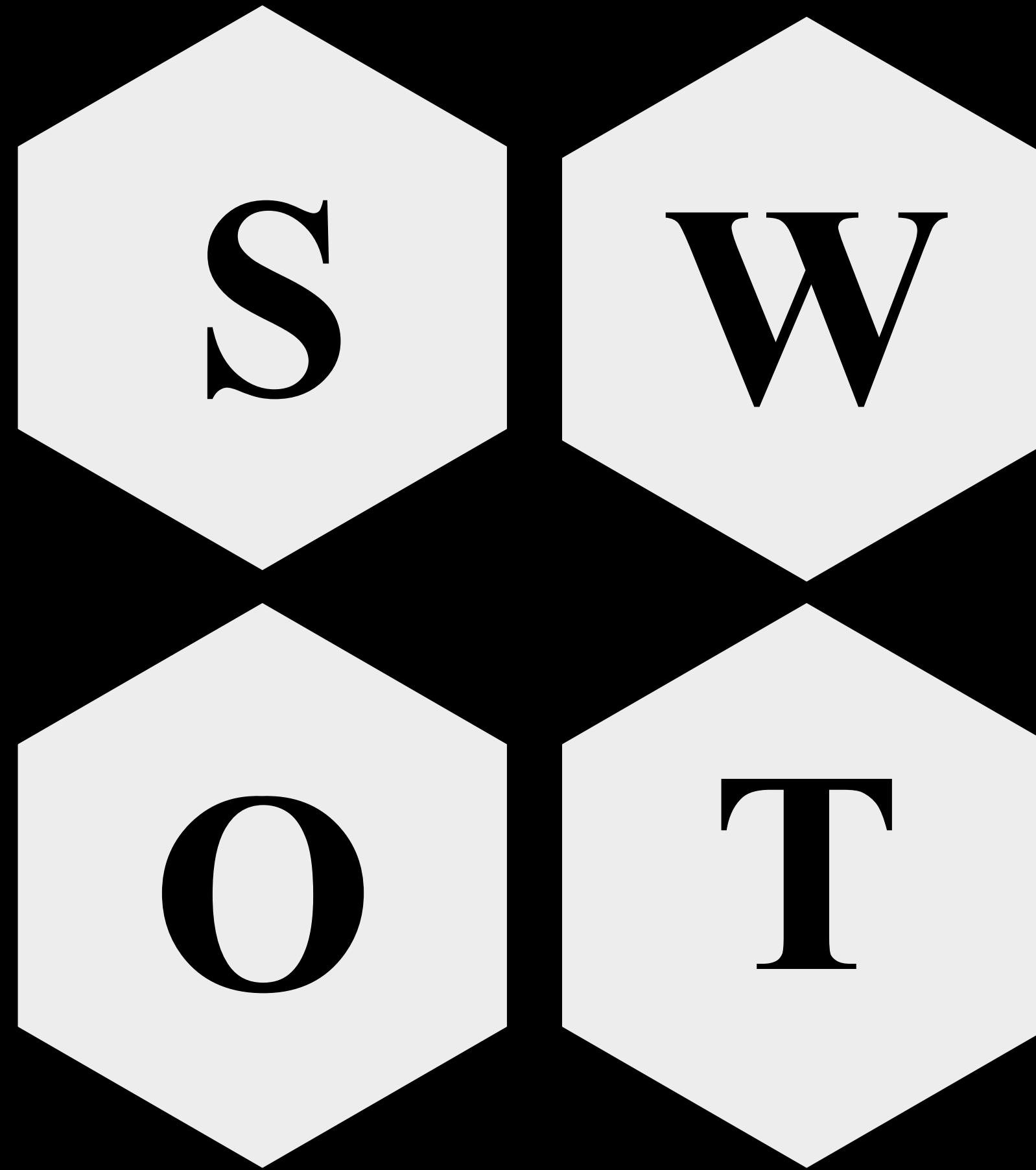
- ⌘ Chanel does not promote the store as much as their products;
- ⌘ New store opening: Big party with celebrity ambassadors, Media coverage;
- ⌘ New collection at store: Invitation letters are sent to loyal, regular customers.



# Conclusion

- Strength:
  - high quality
  - one of few high-end luxury brand
  - online sales

- Opportunity:
  - products for retired citizens
  - invest in public relations



- Weakness:
  - low income
  - expenses on advertising
  - sales are limited
- Threats:
  - revenue and profit down
  - increased competition
  - closed distribution
  - ethical accusations