

# Design in society

designers

# Coco Chanel

- Coco Chanel, originally called Gabrielle Chanel did not have a very easy upbringing. She was born into poverty in the French countryside and at only 12 years old, her mother passed away, meaning she was put into the orphanage of the Catholic monastery of Aubazine where she learnt how to be a seamstress.
- Her early life had a massive impact on her future as it was because of her mother's death, that she was taught the art of seamstressing by nuns and this is what she brought into her career in later life.
- In 1910, Chanel opened her first shop in which she sold hats in Paris and it was from this that she began to make a name for herself.
- She is widely known for creating menswear that could be worn by women for example suits, at this time, women were expected to wear dresses and skirts as a suit is quite formal and business-like, but women were stereotypically dainty and stayed at home.
- Two items that Coco Chanel is most famous for include the 'little black dress' and the widely famous perfume Chanel No.5.
- In my opinion Coco Chanel is an extremely inspirational designer as well as being very talented as she came not from wealth but from poverty and worked her way up with determination and hard work.



# Vivienne Westwood

- In 1941, Vivienne was born in the Peak District village of Tintwistle before moving to London in her teenage years. Her parents worked at a post office and they were not very wealthy. At 21, she got married and had a son but soon after, it ended and she went to live with a relative before giving birth to a second child in 1974.
- Living in London majorly helped Vivienne become a well-known name as it was here that her brand became successful.
- First, Vivienne Westwood sold her own jewellery at Portobello market before going on to sell provocative designs at a shop on kings road.
- Vivienne designed many punk designs which became popular amongst teens and her brand skyrocketed.
- She is most famous for her provocative designs and her help in shaping the look of the punk rock movement.
- In my opinion, Vivienne is a great designer and it seems that she also had to be very determined in order to become famous, which is an extremely admirable trait.



**Vivienne  
Westwood**

