

ARTS AND ENTERTAINMENT

V&A Museum to host UK's first Coco Chanel career retrospective

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Gabrielle "Coco" Chanel built her fashion empire beginning in 1910 from a single millinery shop in Paris. Image credit: Victoria & Albert Museum

By LUXURY DAILY NEWS SERVICE

French fashion house Chanel will see its founder and namesake honored for the first time in a U.K. exhibition.

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Gabrielle Chanel.Fashion Manifesto, a 200-piece collection of clothing, jewelry, accessories and perfume spanning the designer's 60-year career, will be on display at London's Victoria & Albert Museum (V&A) beginning Sept. 16. Organized into 10 themes, the exhibition will be the first time that many of the looks from Chanel's many collections will be on display together.

"We are happy and honored that the first exhibition dedicated to Gabrielle Chanel to be held in the U.K. will be presented at the V&A, one of the most prestigious museums in the world," said Bruno Pavlovsky, president of **Chanel SAS** and president of Chanel Fashion, in a statement.

"Gabrielle Chanel was a legend in her own lifetime [and] this exhibition will analyze her contribution to fashion and her radical vision of a style that created modernity and reflected the aspirations of women and the evolution of their place in society," he said.

"Chanel is delighted to contribute to this project, providing access to the Patrimoine de Chanel, and thanks the V&A for hosting this exceptional exhibition."

Modern woman

The exhibition was originally curated by Veronique Belloir and Miren Arzalluz for Palais Galliera, Fashion Museum City of Paris, Paris Musees.

V&A curators adopted the exhibition, though the Palais Galliera remains a partner of the exhibition and Chanel offers its support.

The exhibition's timeline spans from Gabrielle Chanel's more popularly known as CoCo first millinery in Paris in 1910 through to her final Chanel show in 1970.

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A post shared by Victoria and Albert Museum (@vamuseum)

In those years, the designer made costumes for Les Ballets Russes in 1924 and for golden era Hollywood stars such as Lauren Bacall and Marlene Dietrich.

The designer had a close relationship with the world of cinema throughout her lifetime and the brand continues to support up-and-coming actors ([see story](#)).

Visitors can expect to explore Ms. Chanel's groundbreaking creations that remain staples of the house today.

The section titled 'The Invisible Accessory' tells the story of Chanel No. 5, the house's debut fragrance which would go on to become the best-selling fragrance in the world.

The Emergence of Style explores Ms. Chanel's introduction of the concept that a little black dress should be a perennial part of every woman's wardrobe.

The Chanel suit, which the designer created for busy modern women whose roles were changing in the wake of the Second World War, is showcased in the aptly titled section 'The Suit.'

The exhibition is expected to run through Feb. 25 2024. Tickets will be sold widely beginning in June. More information can be found [here](#).

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