

CHANEL

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Background information

Originator: Coco Chanel

Foundation date: 1909

Country: Paris, France

Headquarters: CHANEL International B.V.

Neuilly-sur-Seine, France; London, UK

Area served : Worldwide

Price category: Expansive

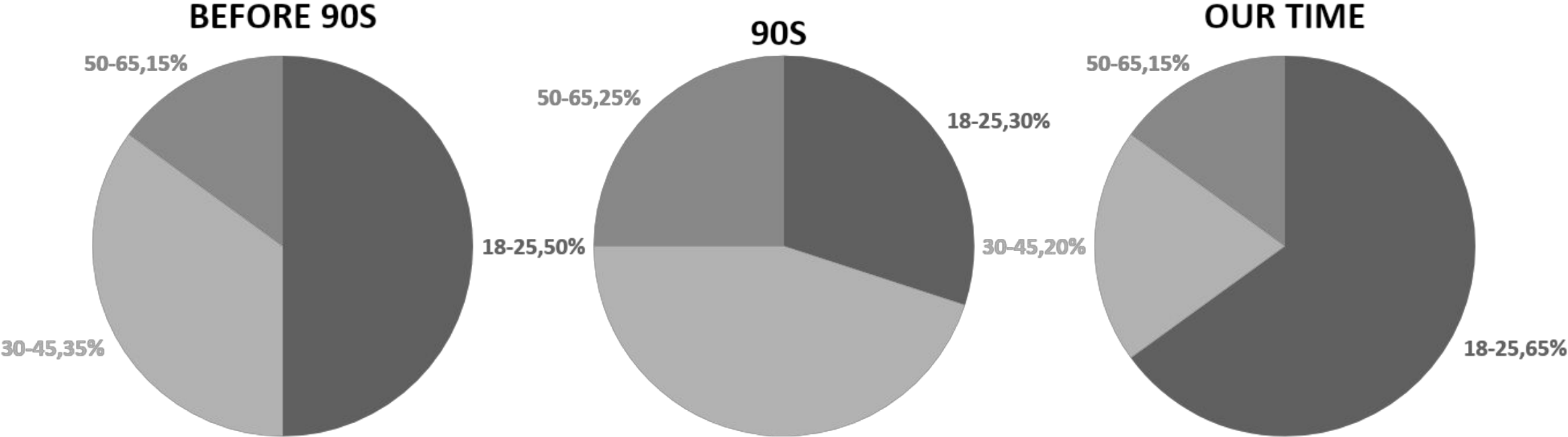
Owners: Alain Wertheimer, Gérard

Wertheimer



Danger

In the 90s, the company suffered a crisis: the brand's products, which were inspired by the ideas of Coco Chanel, are outdated. In this regard, the company incurred large losses due to the reduction of buyers in the 18-25 age category.



Dates 90s

	18-25	30-45	50-65
Too expensive	Yes	Don't know	No
For my generation	No	Yes	Don't know
Boring and old fashion	Yes	No	No

Solution

- Price: luxury
- Image: outside and trendy
- Sales outlets: specialist boutiques
- Advertising: TV, fashion magazines
- Slogan: “I am an idea”



Conclusion

Chanel remains one of the most popular fashion houses in the world. They have retained the "classic" brand identity, combining it with modern trends in fashion

