

# GABRIELLE CHANEL FASHION MANIFESTO



{Left} Dress, autumn-winter 1964-1965  
Paris, Palais Galliera  
{Right} Dress, spring-summer 1959  
Paris, Patrimoine de CHANEL  
© Julien T. Hamon

**PALAIS GALLIERA**  
CITY OF PARIS  
FASHION MUSEUM

**EXHIBITION**  
OCTOBER 1<sup>st</sup> 2020 -  
MARCH 14<sup>th</sup> 2021

**INFORMATION**  
[www.palaisgalliera.paris.fr](http://www.palaisgalliera.paris.fr)  
#expoChanel   

The Palais Galliera, the City of Paris Fashion Museum, reopens its doors after extension work and presents the first retrospective in Paris of a unique and remarkable fashion designer: Gabrielle Chanel (1883-1971).

At a time when Paul Poiret dominated the world of women's fashion, Gabrielle Chanel went to Deauville in 1912, then to Biarritz and Paris, and revolutionised the world of Haute Couture, adorning the bodies of her contemporaries with what amounted to a fashion manifesto.

The first part of the exhibition is chronological; it recounts her early beginnings with a few emblematic pieces, including the famous 1916 marinière, the sailor blouse, in jersey. You are invited to trace the development of Chanel's chic style: from the little black dresses and sporty models of the Roaring Twenties to the sophisticated dresses of the 1930s. One room is devoted entirely to N° 5, created in 1921 and quintessentially the spirit of "Coco Chanel".

Ten photo portraits of Gabrielle Chanel accompany the ten chapters of the exhibition and show the extent to which the couturière herself was the embodiment of her brand. Then came the war and the fashion house was closed; the only things still sold in Paris, at 31 rue Cambon, were perfume and accessories. Then the arrival of Christian Dior and the New Look – the corseted style that she so objected to; Gabrielle Chanel reacted by returning to couture in 1954 and, against the trend, reaffirmed her fashion manifesto.

The second part of the exhibition is themed and you are invited to decipher her dress codes: the braided tweed suit, two-tone pumps, the 2.55 quilted bag, black and beige naturally, but also red, white and gold... and, of course, the costume and the fine jewellery that were intrinsic to the Chanel look.

Gabrielle Chanel. Fashion Manifesto, covers an area of nearly 1500 m<sup>2</sup> – including the newly opened basement galleries. With more than 350 pieces from the Palais Galliera collections and Patrimoine de CHANEL, from international museums, including The Victoria & Albert Museum in London, the De Young Museum in San Francisco, the Museo de la Moda in Santiago de Chile, the MoMu in Antwerp..., as well as from private collections, this exhibition is an invitation to discover a universe and a style that are truly timeless.

The exhibition has been organised with the support of CHANEL

## PALAIS GALLIERA

City of Paris Fashion Museum  
10 avenue Pierre I<sup>er</sup> de Serbie, Paris 16<sup>e</sup>  
+33 (0)1 56 52 86 00

Tuesday to Sunday 10:00 am to 6:00 pm  
Late openings on Thursdays and Fridays  
until 9:00 pm  
Closed on Mondays, December 25th and  
January 1st

## RATES

Full price : 14 € / Reduction : 12 €  
Free to people under 18

## CURATORS

Miren Arzalluz, director of the  
Palais Galliera  
Véronique Belloir, curator

## ARTISTIC DIRECTOR

Olivier Saillard, fashion historian

## PRESS CONTACTS

### Palais Galliera

Anne de Nesle  
Margaux Brisson, Caroline Chenu  
01 56 52 86 08  
[presse.galliera@paris.fr](mailto:presse.galliera@paris.fr)

### Pierre Laporte Communication

Alice Delacharlerly, Laurence Vaugeois  
01 45 23 14 14  
[alice@pierre-laporte.com](mailto:alice@pierre-laporte.com)  
[laurence@pierre-laporte.com](mailto:laurence@pierre-laporte.com)

### Paris Musées

Andréa Longrais  
01 80 05 40 68  
[andrea.longrais@paris.fr](mailto:andrea.longrais@paris.fr)



### Ville de Paris

Franck Chaumont  
[franck.chaumont@paris.fr](mailto:franck.chaumont@paris.fr)