

Function (How it works/purpose):

- Pockets (all 4 of them) were always real
- Chanel's designs were functional enough to enable them to get in and out of a car or around their daily lives without being uncomfortable or ripping.
- The jacket was paired with a knee length wrap skirt to create absolute freedom of movement and the jacket has graced our catwalks since.

Constraints (Are there any restrictions, such as size, weight, materials etc.):

- The wearer must be comfortable

Materials/techniques:

- Another characteristic of the **Chanel tweed jacket** was the materials it was made of—tweed and boucle. Tweed is a rough, unfinished wool traditionally used for outerwear—Chanel discovered its functionality when she borrowed outerwear from a suitor. Boucle is similar, but has its own distinct look—where tweed is an unfinished wool, boucle (which can be wool) is made in such a way that the different strands of yarn are plied at different tensions, creating a textured, sort of nubby appearance. Starting was back in the mid-1920s, Coco Chanel worked with a Scottish factory to produce what would become iconic tweed fabrics, which she used in many of her designs, including skirts and jackets. In the 1930s, Chanel switched manufacturing factories to a location in northern France, and began experimenting with incorporating other types of fabrics into her tweed designs.
- Tweed was originally used in the 1930's because it was cheap but two decades on she was using buckled tweed for her Boucle Jackets. It was lined with silk and a brass chain that ran along the seam so that it would fit and fall perfectly.
- The material (Boucle) is made from a three-ply yarn, which has one thread looser than the others, allowing a mix of colours for that expensive, quality feel and texture.

A Chanel Lady's Suit

The **Chanel** jacket first designed in 1954 is shown here on a model presenting the 1957 Spring/Summer collection.

**Chanel  
Tweed  
Suit**



Requirements:

- The pieces were often lined in silk, and almost always included a chain sewn into the hemline to help weight the jacket and ensure it always hung straight (hello, genius). Today, the Chanel brand is one of the few remaining houses of fashion to weight their jacket hems (or at the very least line them with a fine chain of some sort).

Ergonomics (How it fits):

- The pieces were often lined in silk, and almost always included a chain sewn into the hemline to help weight the jacket and ensure it always hung straight. Today, the Chanel brand is one of the few remaining houses of fashion to weight their jacket hems (or at the very least line them with a fine chain of some sort).
- The jacket was made up of a multiple of panels so it could be adjusted 2 or 3 sizes up or down so it fitted everyone according to size.
- The jacket was paired with a knee length wrap skirt to create absolute freedom of movement and the jacket has graced our catwalks since.

Aesthetics (Style, shape, colour):

- Chanel wanted to give women clothes that fitted with their active lifestyles; comfort and style were key and she made sure every detail in CHANEL jackets fit the demands of the modern women.
- The trim was braided, and in a contrasting colour.
- Buttons were often large, and stamped in some fashion or another with the name of the fashion house, the interlocking C logo, or some other distinctive design such as a lion head, perfume bottle, or clover leaf.
- It is a wardrobe staple that can be worn by anyone, adapting to each woman's personal flair.
- Chanel used to say that elegance meant being equally beautiful on the inside and the outside.

Target Market (What is it for, why would buy it/wear it):

- For woman to wear comfortably every day.

Source of inspiration:

- By the 1950s, Chanel designed her famous jackets to help free women from the restricting silhouette of the time period, believing that designers had forgotten the women inside the clothes— women wanted to be looked at and admired.
- Boucle Jacket was inspired by menswear, straight and fluid with flour real pockets, a trim in matching or contrasting tones, buttons stamped with famous Chanel logo or not buttons at all.