

Abstract: The subject of the bachelor's thesis is the French fashion designer and innovator in many specializations and sectors- Gabrielle Chanel. This extraordinary lady was born in a century where women did not have much power and society viewed them as housewives who were supposed to obey their husbands. Nobody assumed that one day they might work. Chanel was a very dynamic and self-sufficient woman who decided to change this prejudice. The chief aim of the work is an effort to clarify what makes her unique and how she influenced culture. She not only changed the world's fashion but influenced many innovations to the fashion industry. This work is conceived as her biography and tries to capture her most important feats. These feats have permeated into the subconscious of the French nation as well as the whole world. She accomplished this via her originality, determination and independency caused by a sad childhood, lack of men's love and by the social conditions at that time.