



## WHAT GOES AROUND COMES AROUND

*What Goes Around Comes Around (WGACA) has set the standard in the vintage industry since opening our Soho Flagship store in 1993. Inspired by the values of individuality, authenticity, quality and collectability, the WGACA team travels the globe using their more than 50 years of combined experience to hand pick an assortment of vintage and collectible fashion. The WGACA vintage Chanel collection is authenticated through our long history and experience as the leaders in the vintage market.*



Gabrielle Chanel, or as we know her today - **Coco Chanel** - was and still remains, one of the most iconic women in fashion. With her passion, determination and talent she built a fashion empire, beginning with her first millinery shop in 1912. By the 1920s, Chanel had liberated women by successfully replacing the commonly worn corset with comfortable and sophisticated looks like simple suiting, trousers and dresses worn with beautifully intricate costume jewelry.

Chanel introduced her first collection of jewelry in the early 1920s. She created the jewelry for herself as much as for her customers. Her simple dress designs and plain fabrics were ideal for layering charms. The pieces were made in pure contrast to the simplicity of her clothing - they were bold and theatrical with many enchanting inspirations. Chanel favored multi-colored, semi-precious stones and often mixed real and faux.

In her later years, when she began designing again after a hiatus during WWII, Chanel's designs were made of multi-colored glass stones, faux pearls and rhinestones fashioned into necklaces, bracelets, broaches, pendants and earrings using gold plated metal that was superior in quality to her previous work. These pieces of jewelry are highly collectible. Many of her early pieces were not signed.

Chanel was a firm believer in wearing faux jewels; "Jewelry is not made to give women the aura of wealth, but to make them beautiful," she had said. Ironically, Chanel jewelry today, from all past decades, holds its value and high price tag because of its beautifully unique designs and exclusivity.

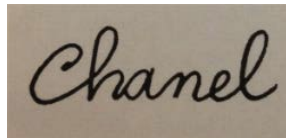


WHAT GOES AROUND COMES AROUND

## JEWELRY

COSTUME JEWELRY IS NOT MADE TO GIVE WOMEN AN AURA OF WEALTH, BUT TO MAKE THEM BEAUTIFUL.  
-COCO CHANEL

“CHANEL JEWELRY IS IDENTIFIED THREE WAYS: **SIGNED BY CHANEL IN BLOCK CAPITAL LETTERS**, AS IT IS CURRENTLY MARKED; **IN CURSIVE, WITH THE FIRST LETTER CAPITALIZED**; OR **UNSIGNED**” (CERA, 1995:174).



**CHANEL**

### 18K GOLD PLATED



**BAROQUE** is the style of fake pearls.

**GRIPOIX** is the family of jewellers that Chanel worked with beginning in the 1920s. They poured glass to attain semi-precious stones. Poured glass is known as 'paté de vergé.'

**SAUTOIR** refers to a long stranded necklace.



# WHAT GOES AROUND COMES AROUND

## COMMON THEMES/MOTIFS



LIONS: CHANEL'S ASTROLOGICAL SIGN WAS LEO



CAMELLIA FLOWERS: HER FAVORITE



QUILTING: INSPIRED BY JOCKEY UNIFORMS



FRETWORK



STRAWBOATERS: REFERS TO CHANEL'S FIRST FORAY INTO DESIGN AS A MILLINER



31 RUE CAMBON: HER FIRST STOREFRONT



MALTESE CROSS: DESIGN MOTIF BY VERDURA

2.55 BAG: CREATED IN FEBRUARY 1955, ONE OF HER MOST ICONIC DESIGNS



SCISSORS: CHANEL TENDED TO WEAR A PAIR OF SCISSORS ON A SILK RIBBON IN HER ATELIER



NUMBER 5: HER LUCKY NUMBER AND SUBSEQUENT CHOICE FOR HER INFAMOUS CHANEL NO. 5 PARFUM



## WHAT GOES AROUND COMES AROUND

### 1920S-1930S

NOT MARKED, RARE

1929 INVITED  
VERDURA TO DESIGN,  
MALTESE CROSS  
MOTIF

TO BE WORN WITH  
CHANEL LOOKS

### 1940S

REDUCED  
PRODUCTION DUE TO  
WORLD WAR II

ACCESSORIES AND  
PERFUMES STILL  
POPULAR BUYS  
AMONG SOLDIERS

### 1950S-1960S

RUE DE CAMBON SHOP RE-OPENS  
CAMELLIA FLOWERS BECOME MOTIF  
MANY PIECES DESIGNED BY ROBERT  
GOOSENS

SIMPLY MARKED AS CHANEL;  
USUALLY STAMPED ON THE PIECE  
ITSELF

### 1970S-MID 1980S

COPYRIGHT AND REGISTRATION TRADEMARKS  
BEGAN TO APPEAR

SIGNATURE PLATE FROM THE MID-70S TO THE  
EARLY 80S INCLUDES THE CHANEL CC MADE IN  
FRANCE ACCOMPANIED WITH THE COPYRIGHT  
AND REGISTRATION TRADEMARK

1980-1985 THE DATE REPLACED MADE IN  
FRANCE

OVAL RATHER THAN ROUND PLATE

COPYRIGHT MARK MOVED NEXT TO THE CC  
LOGO AS OPPOSED TO ONE SIDE OF THE WORD  
CHANEL

1978 READY-TO-WEAR LINE BEGINS.  
ACCESSORIES ARE NOW DISTRIBUTED  
WORLDWIDE

1981 USED PINK/BLUE/RED CIRCLE CRYSTALS

### 1986-1992

LAGERFELD WAS APPOINTED COUTURIER AND  
HEAD DESIGNER IN 1983

HIRED VICTOIRE DE CASTELLANE (NOW AT  
DIOR)

HER COLLECTIONS SPAN THIS SEVEN YEAR  
PERIOD AND ARE MARKED AS:

2 CC 3: 23<sup>RD</sup> COLLECTION, 1986

2 CC 4: 24<sup>TH</sup> COLLECTION, 1987

2 CC 5: 25<sup>TH</sup> COLLECTION, 1988

2 CC 6: 26<sup>TH</sup> COLLECTION, 1989

2 CC 7: 27<sup>TH</sup> COLLECTION, 1990

2 CC 8: 28<sup>TH</sup> COLLECTION, 1991

2 CC 9: 29<sup>TH</sup> COLLECTION, 1992

USED GREEN CRYSTALS IN LATER 1980S

### 1990S-2000S

JEWELRY FROM THE 90S ARE TAGGED  
WITH THE YEAR AND THE SEASON

**P** MEANS PRINTEMPS (SPRING/SUMMER  
COLLECTION)

**A** MEANS AUTUMN (AUTUMN/WINTER  
COLLECTION)

0: 1990

1: 1991

2: 1992

93: 1993

94: 1994

95: 1995

96: 1996

97: 1997

98: 1998

99: 1999

00: 2000

01: 2001

02: 2002



IN 1932,  
CHANEL  
TEAMED UP  
WITH DE BEERS  
AND CREATED  
A COLLECTION  
OF JEWELRY  
THAT WAS  
MORE  
AFFORDABLE  
DUE TO THE  
DEPRESSION

"BIJOUX DE DIAMANTS" FINE JEWELRY EXHIBITION, 1932



# WHAT GOES AROUND COMES AROUND

**TAG or HALLMARK** guarantees the authenticity of the item. Each item has a tag or hallmark that indicates the production year and seasons.



1950S-1960S



70S- MID80S



1986: 23<sup>RD</sup> COLLECTION



1993 PRINTEMPS (S/S)



1994 AUTUMN (A/W)



1991: 28<sup>TH</sup> COLLECTION



1995 PRINTEMPS (S/S)



1995 AUTUMN (A/W)



1991: 28<sup>TH</sup> COLLECTION



2006 AUTUMN (A/W)



# WHAT GOES AROUND COMES AROUND

## HANDBAGS

**FEBRUARY 1955:** CHANEL DESIGNS HER FIRST HANDBAG THAT COMES TO BE KNOWN AS THE 2.55 AFTER THE DATE IT WAS CREATED. BASED ON A DESIGN BY GERMAIN GUERIN & REFERRED TO AS THE FIRST MODERN BAG, IT PROVIDED WOMEN WITH A HANDS-FREE BAG ALLOWING THEM TO BOTH DRINK AND SMOKE. IT WAS CONSIDERED PRACTICAL AS THE STRAP LENGTH COULD BE ADJUSTED FROM SHORTER TO LONGER. FIRST PRODUCED IN JERSEY (A FABRIC SHE POPULARIZED IN THE 1910S; PRIOR IT HAD BEEN USED FOR MEN'S UNDERGARMENTS) AND LEATHER IN A QUILTED PATTERN. THIS QUILTING WAS ORIGINALLY DONE BY HAND, NOW BY MACHINE. THE ORIGINAL 2.55 LOCK WAS RECTANGULAR WITH A GOLD PLATED CHAIN. THE DESIGN IS STILL PRODUCED TODAY. IN 2005, A TRIBUTE TO THE ORIGINAL 2.55 BAG WAS MADE CALLED THE REISSUE.



ADJUSTABLE GOLD PLATED CHAIN STRAPS. INSPIRED BY CHAINS GUARDS WORE AT ORPHANAGE AS A CHILD.

INFAMOUS QUILTED DIAMOND DESIGN INSPIRED BY JOCKEY UNIFORMS. SHE WANTED THE BAG TO HAVE BODY THUS THE 3-DIMENSIONAL SHAPE CREATED BY THE QUILTING.

FRONT FLAP

RECTANGULAR, GOLD PLATED LOCK. ALSO KNOWN AS THE MADEMOISELLE LOCK AS CHANEL NEVER MARRIED. CHANEL STAMPED BELOW ON REISSUE.

**EARLY 2.55 CHANEL BAG**



BACK POCKET FOR EXTRA CASH.



BACK OF FRONT FLAP ZIPPERED POCKET FOR HIDING LOVE LETTERS.

THREE BELLOW POCKETS WITHIN TO STORE LADY'S NECESSITIES SUCH AS LIPSTICK.



INNER RED LINING. INSPIRED BY ORPHANAGE UNIFORMS AS YOUNG GIRL.

DOUBLE FLAP TO CONCEAL MONEY.



## WHAT GOES AROUND COMES AROUND

**1980s:** KARL LAGERFELD CREATED THE CC LOCK. THE GOLD PLATED CHAIN STRAP WAS ALSO UPDATED WITH AN INTERTWINED STRAP OF LAMBSKIN OR CALFSKIN LEATHER. LAMBSKIN AND CALFSKIN LEATHER WAS LATER USED AFTER THE INITIAL USE OF JERSEY IN THE DESIGN OF THE 2.55 BAG. LEATHER WAS MEANT FOR DAYTIME USE WHILE JESREY AND SILK BAGS WERE WORN AT NIGHT.

THE LAMBSKIN REISSUE IS REFERRED TO AS THE CLASSIC LAMBSKIN REISSUE WITH A RED LEATHER LINING. THE CAVIAR VERSION IS CALLED THE CLASSIC FLAP AND SHOULD HAVE A BLACK LINING



LEATHER WOVEN THROUGH 24K GOLD GILDED CHAIN

CC LOCK

QUILTING DONE BY MACHINE ON LEATHER MATERIALS.

### MATERIALS

2005 2.55 REISSUE BAG

ALL CHANEL HARDWARE IS **18K GOLD PLATED** (SAME AS COSTUME JEWELRY) OR 24K GOLD GILDED. THE HARDWARE ON VINTAGE CHANEL IS MUCH **HEAVIER** AND MORE **SUBSTANTIAL** AS OPPOSED TO THE NEW BAGS.



CHANEL COLOR PALETTE

**COLORED** CHANEL BAGS ARE ALWAYS **VERY COLLECTABLE** AND GENERALLY MORE RARE BECAUSE CHANEL IS VERY SEASONAL WITH COLOR CHOICES AND THEY ARE HARDLY EVER REPEATED. ANYTHING THAT IS NOT BLACK OR CREAM IS RARE AND VERY DESIRED.

BLACK USED ON VINTAGE BAGS IS A MUCH **SOFTER BLACK** THAN THE NEW BAGS. THEY PICK UP BOTH BLACK AND NAVY TONES CAUSED BY THE NATURAL, BERRY-BASED DYE USED ON THE LAMBSKIN AT THE TIME.

**ITALIAN MADE CHANEL** USUALLY MEANS IT IS A **PRE-1985 CHANEL** BUT THIS IS **NOT** ALWAYS THE CASE, AS CHANEL TODAY PRODUCES AND SOURCES ITALIAN LEATHER DEPENDING ON THE STYLE OF THE BAG. LOOK AT DESIGN DETAILS (HARDWARE, LABEL, TASSEL, ETC.) TO CORRECTLY DATE. HARDWARE WITHOUT A MARK INDICATES ITALIAN PRODUCTION, WHILE HARDWARE WITH A MARK DENOTES MADE IN FRANCE.



## WHAT GOES AROUND COMES AROUND

### LEATHERS

BOTH LAMBSKIN AND CALFSKIN ARE USED IN THE CONSTRUCTION OF CHANEL BAGS.

**LAMBSKIN IS POLISHED** THUS **SOFTER** TO THE TOUCH THAN CALFSKIN. IT IS ALSO MORE DELICATE THAN CALFSKIN. LAMBSKIN USED ON VINTAGE CHANEL BAGS IS MUCH THICKER THAN ON THE NEW BAGS CHANEL PRODUCES.

**CALFSKIN CAN BE EMBOSSED** TO CREATE THE **CAVIAR OR PEBBLED** FINISH ON SOME CHANEL BAGS. CAVIAR BAGS ARE FAR LESS LIKELY TO SCRATCH OR WEAR THAN THE TRADITIONAL POLISHED LAMBSKIN BECAUSE THE HIDE IS MUCH THICKER AND HEAVY-DUTY.

CHANEL LEATHERS ARE DYED INTEGRALLY TO PRESERVE NATURAL AND SOFT LOOKS AS OPPOSED TO SURFACE DYEING THAT HARDENS LEATHER.



**CAVIAR/PEBBLED  
CALFSKIN**



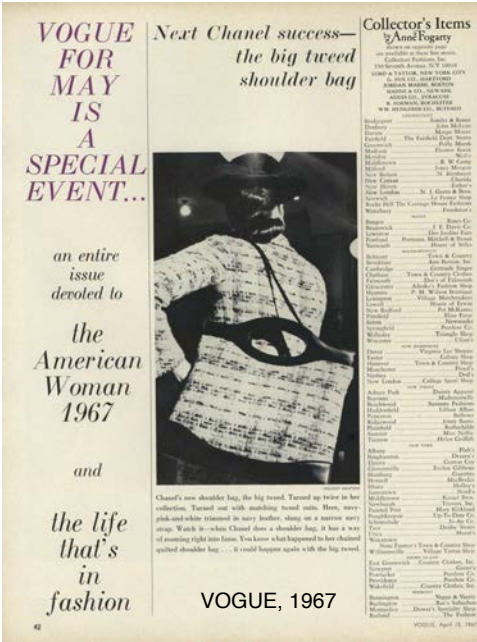
**POLISHED  
LAMBSKIN**





# WHAT GOES AROUND COMES AROUND

**OTHER MATERIALS:** CHANEL HAS ALSO EMPLOYED OTHER MATERIALS IN ADDITION TO LEATHER.



TWEED



PATENT LEATHER



JERSEY/COTTON



PONY HAIR



SUEDE



LIZARD



VINYL



MULTICOLORED



METALLIC FABRIC



OSTRICH



LEATHER & WOOL



DENIM



SILK/SATIN



NYLON/CANVAS

WHAT GOES AROUND COMES AROUND

CHAINS



IF A GOLD CHAIN IS USED  
THE LOCK WILL MOST  
LIKELY MATCH USING  
GOLD AS WELL



Original 2.55 Chain



Lambskin leather started be  
woven thru chain in 80s



## WHAT GOES AROUND COMES AROUND

### HARDWARE



CHANEL HARDWARE IS GILDED WITH 24K GOLD. IT CAN BE DULLED WITH CONTINUED EXPOSURE TO SEA AIR AND THE ACIDITY OF THE SKIN. CHANEL PROVIDES REGILDING SERVICES.



THE RIGHT C SHOULD BE OVER THE HOOK OF THE LEFT C





WHAT GOES AROUND COMES AROUND

ZIPPER PULLS





## WHAT GOES AROUND COMES AROUND

### LINING

FLAT HEAD SCREWS SHOULD BE USED.

THE SPACE BETWEEN THE QUILTED Cs SHOULD MATCH THE THICKNESS OF THE Cs

CHANEL STAMP SHOULD BE 1 1/2 CM BELOW QUILTED C



THERE SHOULD BE AT LEAST 10 STITCHES PER INCH



THE LINING SHOULD FIT NEATLY INTO THE INTERIOR WITH NO BUMPS OR LINES AND DIFFICULT TO SEPARATE



LININGS ON CLASSIC BAGS SHOULD BE LEATHER EITHER RED OR BLACK.



LININGS OF NON-CLASSIC BAGS CAN ALSO BE LEATHER IN VARYING COLORS

CHANEL BAGS CAN ALSO HAVE FABRIC LININGS LIKE GROSGRAIN OR SILK THIS IS MORE TYPICAL IN NON-CLASSICAL STYLES. THESE LININGS WILL BE OF HIGH QUALITY MATERIALS AND WILL BE PRECISELY FITTED INTO THE BAG JUST AS LEATHER.





# WHAT GOES AROUND COMES AROUND

## LABELS



CHANEL EMBOSSED IN LEATHER, ABOVE THE POCKET, IN FRONT OF THE INTERIOR POCKET, OR ON THE LOWER PORTION OF THE INTERIOR FLAP. MADE IN FRANCE OR MADE IN ITALY SHOULD BE OPPOSITE THE STAMP OR DIRECTLY BELOW THE STAMP.



BLACK LABEL WITH CHANEL IN WHITE LETTERS (NO CONTRAST STITCHING AROUND THE LABEL) OR BLACK LABEL WITH WHITE VERTICAL LINES.



OVAL LEATHER LABEL WITH CHANEL EMBOSSED INTO LEATHER. CIRCLE CC LOGO AND MADE IN ITALY EMBOSSED DIRECTLY UNDERNEATH CHANEL. NO CONTRAST STITCHING.



RECTANGULAR LEATHER LABEL (COLOR SHOULD MATCH EXTERIOR) WITH CHANEL STAMP IN GOLD OR SILVER. IF THE HARDWARE IS GOLD, THIS STAMP SHOULD BE GOLD. IF THE HARDWARE IS SILVER, THIS STAMP SHOULD BE SILVER. MADE IN FRANCE OR ITALY IS DIRECTLY BENEATH THE STAMP. NO CONTRAST COLOR STITCHING.



GOLD OR SILVER STAMP ON INTERIOR LEATHER IN FRONT OF OPEN POCKET, ABOVE OPEN POCKET, OR ON THE LOWER PORTION OF THE INTERIOR FLAP. THE HARDWARE COLOR SHOULD MATCH THE STAMP COLOR. MADE IN IS UNDER OR OPPOSITE THE STAMP.





# WHAT GOES AROUND COMES AROUND

## ID CARD



A GRAY SYMBOL INDICATES THE BAG WAS PRODUCED 2005-ONWARDS



## WHAT GOES AROUND COMES AROUND

### HOLOGRAM IDENTIFICATION



A SERIAL NUMBER SHOULD NEVER BE MORE THAN 8 DIGITS LONG. 6 NUMBERS INDICATES PRODUCTION BETWEEN 1984-86, 7 DIGITS IS 1986-2004, AND 8 DIGITS IS 2005-PRESENT.

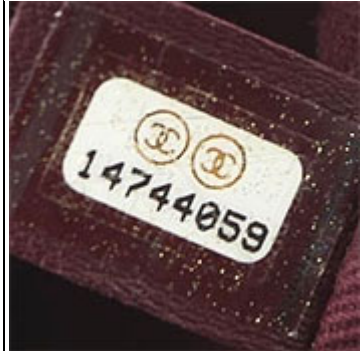
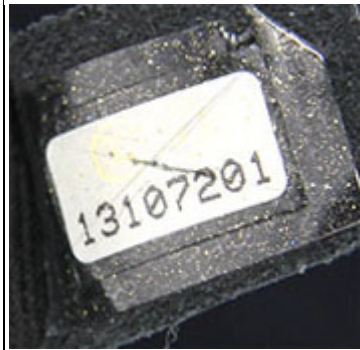










## Chanel Serial numbers Chart courtesy of <http://vintagedesignerhandbagsonline.com/blog/?s=chanel+serial+numbers>



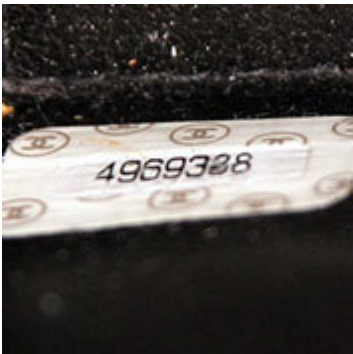
Authentic Chanel handbags from the mid 1980s on come with authenticity cards embossed with a serial number (pictured on right). The serial number matches the serial number appearing on a sticker placed somewhere within the handbag's interior lining. The serial number sticker has Chanel logos and was protected by a clear tape with hologram security feature from approximately 2000-on. The sticker, Chanel logo, and hologram design varied with the manufacturing date:



Serial Number	Year Manufactured	Style of Numbers	Style of Serial Number Sticker	Picture of Serial Number Sticker
14XXXXXX	2011	0's have strikethroughs. 1's have small serifs (feet).	Eight digit serial number printed on white sticker covered with clear tape with two Chanel logos."X" cut-lines prevent sticker from being removed without damage. "CHANEL" appears on right right side of the sticker. Dark line appears on left side of sticker. Gold speckles appear throughout sticker.	
13XXXXXX	2009 to 2010	0's have strikethroughs. 1's have small serifs (feet).	Eight digit serial number printed on white sticker covered with clear tape with two Chanel logos."X" cut-lines prevent sticker from being removed without damage. "CHANEL" appears on right right side of the sticker. Dark line appears on left side of sticker. Gold speckles appear throughout sticker.	

12XXXXXX	2008 to 2009	0's have strikethroughs. 1's have small serifs (feet).	Eight digit serial number printed on white sticker covered with clear tape with two Chanel logos."X" cut-lines prevent sticker from being removed without damage. "CHANEL" appears on right right side of the sticker. Dark line appears on left side of sticker. Gold speckles appear throughout sticker.	
11XXXXXX	2006 to 2008	0's have strikethroughs. 1's have small serifs (feet).	Eight digit serial number printed on white sticker covered with clear tape with two Chanel logos."X" cut-lines prevent sticker from being removed without damage. "CHANEL" appears on right right side of the sticker. Dark line appears on left side of sticker. Gold speckles appear throughout sticker.	
10XXXXXX	2005 to 2006	0's have strikethroughs. 1's have small serifs (feet).	Eight digit serial number printed on white sticker covered with clear tape with two Chanel logos."X" cut-lines prevent sticker from being removed without damage. "CHANEL" appears on right right side of the sticker. Dark line appears on left side of sticker. Gold speckles appear throughout sticker.	

9XXXXXX	2004 to 2005	0's have strikethroughs. 1's have small serifs (feet).	Seven digit serial number printed on white sticker covered with clear tape with two Chanel logos."X" cut-lines prevent sticker from being removed without damage. "CHANEL" appears on right right side of the sticker. Dark line appears on left side of sticker. Gold speckles appear throughout sticker.	
8XXXXXX	2003 to 2004	0's have strikethroughs. 1's have small serifs (feet).	Seven digit serial number printed on white sticker covered with clear tape with two Chanel logos."X" cut-lines prevent sticker from being removed without damage. "CHANEL" appears on right right side of the sticker. Dark line appears on left side of sticker. Gold speckles appear throughout sticker.	
7XXXXXX	2002 to 2003	0's have strikethroughs. 1's have small serifs (feet).	Seven digit serial number printed on white sticker covered with clear tape with two Chanel logos."X" cut-lines prevent sticker from being removed without damage. "CHANEL" appears on right right side of the sticker. Dark line appears on left side of sticker. Gold speckles appear throughout sticker.	

6XXXXXX	2000 to 2002	0's have strikethroughs. 1's have small serifs (feet).	Seven digit serial number printed on white sticker covered with clear tape with two Chanel logos."X" cut-lines prevent sticker from being removed without damage. "CHANEL" appears on right right side of the sticker. Dark line appears on left side of sticker. Gold speckles appear throughout sticker.	
5XXXXXX	1997 to 1999	0's have strikethroughs up to 51XXXXX. 0's have no strikethroughs from 52XXXXX to 56XXXXX. 0's have strikethroughs from 57XXXXX on. 1's have small serifs (feet) from 57XXXXX on.	Seven digit serial number printed on white sticker covered with clear tape with two Chanel logos from 57XXXXX on."X" cut-lines prevent sticker from being removed without damage. "CHANEL" appears on right right side of the sticker. Dark line appears on left side of sticker. Gold speckles appear throughout sticker.	
4XXXXXX	1996 to 1997	0's have strikethroughs. 1's are sans-serif (no feet).	Seven digit serial number printed on white sticker with Chanel logos. Opaque film covers sticker.	

3XXXXXX	1994 to 1996	0's have strikethroughs. 1's are sans-serifs (no feet).	Seven digit serial number printed on white sticker with Chanel logos. Opaque film covers sticker.	
2XXXXXX	1991 to 1994	0's have no strikethroughs up to 27XXXXXX. 1's have serifs (feet).	Seven digit serial number printed on white sticker with Chanel logos. Opaque film covers sticker.	
1XXXXXX	1989 to 1991	0's have no strikethroughs. 1's have serifs (feet).	Seven digit serial number printed on white sticker with Chanel logos and left-sided cutout. Opaque film covers sticker.	
0XXXXXX	1986 to 1988	0's have no strikethroughs. 1's have serifs (feet).	Seven digit serial number printed on white sticker with Chanel logos and left-sided cutout. Opaque film covers sticker.	

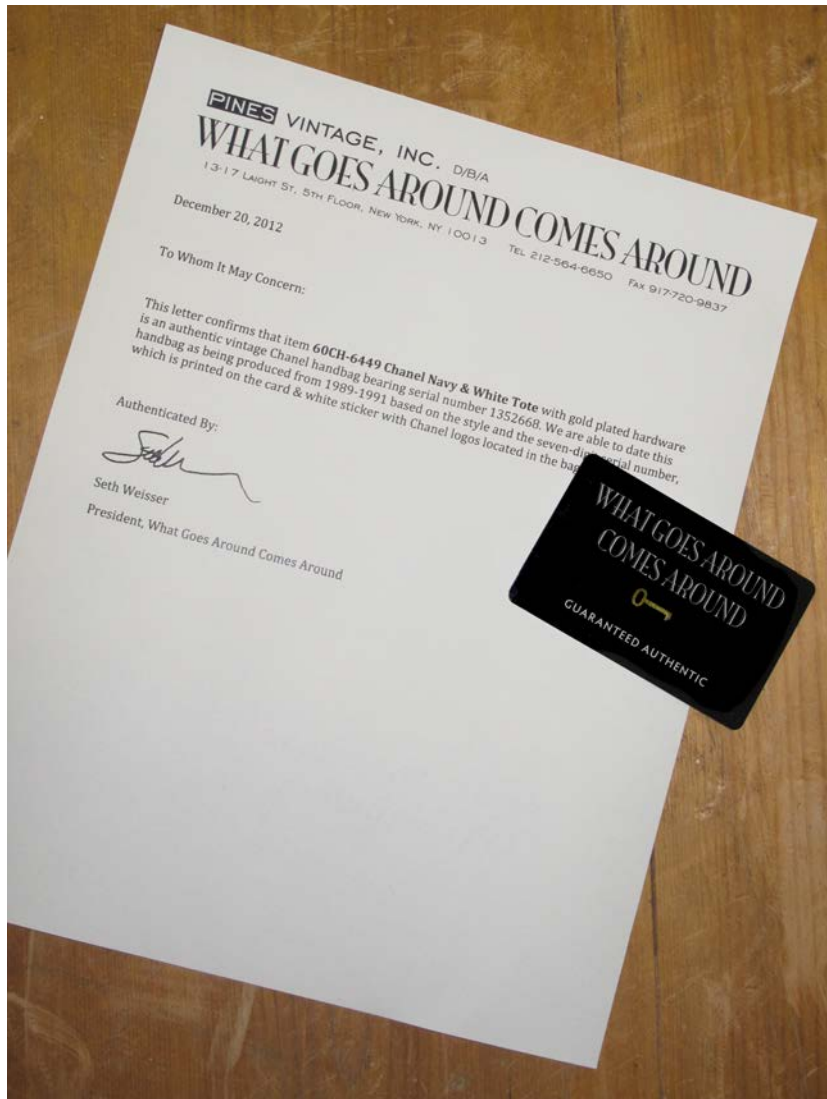
Note that over time, serial number stickers often become detached from handbags. Authentication cards also often become lost however items may still be authentic.



## WHAT GOES AROUND COMES AROUND

### AUTHENTICITY

Once bags are authenticated by WGACA, we can supply letters and cards of authentication.



### REFERENCES

Farneti Cera, D. (1997) *Costume Jewellery*. Woodbridge: Antique Collectors' Club.

'Chanel Designs Again' in *Vogue*. 15 February 1954.

'Next Chanel Success...' in *Vogue*. 15 April 1967.

Bowles, H. 'The Chanel Century' in *Vogue*. 1 May 2005.