

01 / THE HOUSE IN THE GARMENT

Tweed, reimagined.



A BLUE JACKET. A MUCH BIGGER STORY.

Chanel's vocabulary survives through reinterpretation: texture, braid, ornament and the balance between structure and ease. A garment becomes more useful to study when its material details are connected to its collection and creative period.

CRUISE 2018

Our catalog attributes this jacket to Karl Lagerfeld's Cruise 2018 collection. The show took place in May 2017. Collection year, show date and manufacturing date are different records.

The photographed label carries P57894V43834 / MD527 / 38. It does not show a readable season stamp.

2000

Cruise becomes a recurring part of Lagerfeld's Chanel calendar.

2002

The first Métiers d'art show, Satellite Love, centers the specialist crafts.

2017 / 2018

The Cruise 2018 show is presented in 2017: date the collection carefully.

Sources: Chanel, The 2000s; Vogue Runway, Chanel Resort 2018 (3 May 2017); Sui Generis jacket catalog and label photographs. Garment photography: Sui Generis. Collection attribution is not an exact runway-look match.

02 / NAMES, LINES & RELATIONSHIPS

One house. Many métiers.

CHANEL FASHION

Read the relationship first.

Collection streams describe how fashion is presented. Specialist ateliers describe the crafts that support it. Neither is a list of interchangeable diffusion labels.



Haute Couture

Made-to-measure couture practice; distinguish it from ready-to-wear production.

Ready-to-Wear & Cruise

Seasonal wardrobes, including the Cruise collection context of the blue jacket.

Métiers d'art

Annual ready-to-wear collections highlighting specialist workmanship; inaugurated in 2002.

THE CRAFT NETWORK

Lesage

Embroidery and tweed. Partner since 1983; joined Chanel's craft network in 2002.

Lemarié

Feathers and flowers. Partner since 1962; joined the network in 1996.

le19M

Paris craft hub opened in 2021. A workshop ecosystem, not a clothing size or season code.

Atelier history cannot identify the maker of an individual garment. Our blue jacket's label does not name Lesage or a factory.

Sources: Chanel, The 2000s; Chanel, Métiers d'art savoir-faire. Brand mark shown in an original Sui Generis garment-label photograph. Names identify their historical relationships; they do not imply endorsement.

03 / THE LABEL, FIELD BY FIELD

2004, in plain sight.



04P

04 = 2004. P in the season field = Printemps / spring.

P23708 / W03305

Garment style / textile reference. The P beginning the style number serves a different purpose from the season-field P.

B2483

Color-reference field. Keep this separate from the P23708 garment reference.

36

Marked French size. Sui Generis lists this ensemble as approximate US 4; use measurements to judge fit.

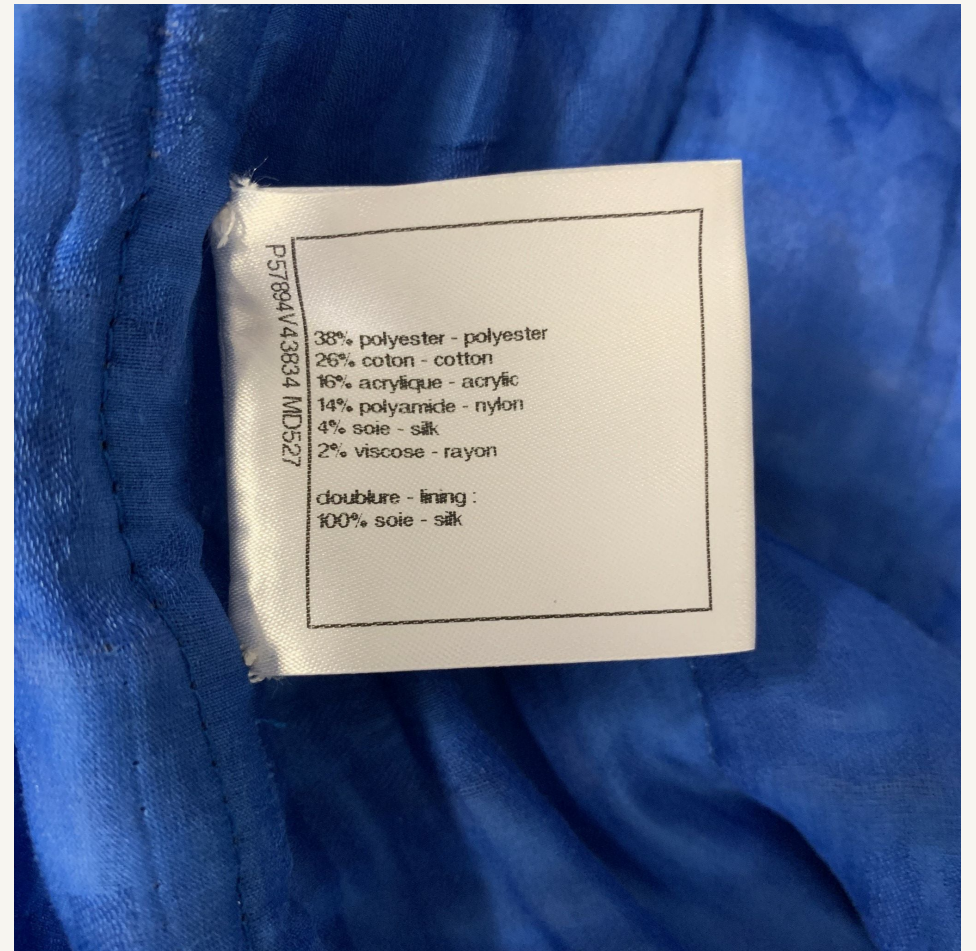
Karl Lagerfeld

The 04P marking places this garment in his Chanel era. An exact runway look requires additional evidence.

Sources: Sui Generis pink dress-and-coat ensemble, original label photographs; HULA, Explained: Chanel Clothing Label (2020), for label conventions. The photograph is the evidence for these exact printed characters.

04 / MATERIAL & PRODUCTION

Read beyond “cotton blend”.



38% Polyester

26% Cotton

16% Acrylic

14% Polyamide

4% Silk

2% Viscose

100% silk lining

The outer blend totals 100%. The lining is a separate material declaration. Six fibers and contrasting yarns give a fuller account than the catalog shorthand “cotton blend.”

Country ≠ factory

Made in France states origin. V43834 is a textile reference, not a decoded factory identity. The label does not name the workshop. The catalog’s Lesage attribution requires evidence beyond the label.

CREATIVE DIRECTION / OWNERSHIP

Cruise 2018: Karl Lagerfeld era; Chanel under Alain and Gérard Wertheimer. These records provide context. No ownership-driven code transition is established by this example.

Sources: original composition and origin labels; Sui Generis catalog; Vogue, Resort 2018; La Tribune, 23 August 2017, Chanel ownership. Care instructions include specialist dry cleaning and protecting braid/buttons. Photographs: Sui Generis.