



# The Ultimate Guide to Chanel Bags

**Alexandra Fullerton**

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- From the 2.55, to the Boy, to the ornate Minaudières, this volume is dedicated to Chanel's most beautiful and coveted handbags
- **The Brand Bible:** the new ultimate series for fashionistas, handbag collectors and anyone who wants to become one
- in focus: the most iconic models from the major luxury design houses, their history, special features and the people who made them famous

The story of Chanel begins with the visionary Gabrielle “Coco” Chanel, who revolutionised fashion in the 1920s by freeing women from the strict dress codes of the time. Her timeless designs are symbols of style and status. But not only her iconic handbags, such as the 2.55 or 11.12, are presented in **The Ultimate Guide to Chanel Bags**, but also street style favorites such as the Boy bag, and special models like the minaudières.

The new Brand Bible series of books is for handbag collectors, and those that dream of their first designer purchase, as well as fashion fans everywhere. Featuring the most iconic bags from the major luxury maisons, the series reveals each house’s history, explores the creation of their unique It bags and presents the pop culture moments that made them famous. With in-depth information, beautiful imagery and entertaining anecdotes, the Brand Bible series is an essential addition to any well-dressed coffee table, this season and beyond.

**Alexandra Fullerton** is an Essex Girl by birth and former Londoner, however she now resides in Norfolk, having done a pandemic pivot towards a more rural life. She lives in a small village with her husband, daughter, long-haired chihuahua Ozzie, and Nibbles the rabbit. The majority of Alex’s career has been spent on magazines as a fashion director (7.5 years as Fashion director at *Stylist* magazine, 5 years as fashion director at large of *Glamour UK*) which meant styling A-list actors, musical icons and celebrities (including Kylie Minogue, Rosie Huntington-Whiteley, Sophie Turner, Florence Welch and Kelly Rowland), travelling the world to shoot fashion stories and sitting front row at fashion shows. Now Alex is self-employed and has a portfolio career that combines fashion writing for *The Telegraph* and *Bazaar Arabia*, commercial styling (brands she has worked with include Stella McCartney and Marks & Spencer), personal styling, ghostwriting, writing her own books and running a shopping platform *My3Words.co*. When not working, Alex loves to explore provincial charity shops and dreams of unearthing a stash of Hermès Birkin bags. [alexandrafullerton.com](http://alexandrafullerton.com) / [@alexandrafullerton](https://www.instagram.com/alexandrafullerton)

