

19 November 2008, Paris

Press Release

Christine Albanel and Karl Lagerfeld strike together at the Paris Mint the first coin with the head of Coco Chanel, designed by Karl Lagerfeld.

At the invitation of Christophe Beaux, CEO of the Paris Mint, Christine Albanel, Minister for Culture and Communication, and Karl Lagerfeld made the first strike this morning of the series of coins from the "COCO CHANEL" collection, specially created by the designer on the occasion of the 125th anniversary of Gabrielle Chanel's birth.

The portrait of Gabrielle Chanel suggested by Karl Lagerfeld is an intimate evocation ; she is represented in profile wearing one of her famous hats adorned with a flat bow and the mythical pearl necklace. A string of pearls and the letters "COCO" form the border of the coin, which is finished with Karl Lagerfeld's signature. On the reverse side of the coin, the famous quilting evokes the brand's universe.

This series of collector's edition coins is composed of four different cuts: two in gold and two in silver. More than 11,099 coins will be made in total. The coin struck this morning by the Minister and the designer is, symbolically, the first coin made of **5 ounces** of gold.

The Paris Mint has fixed an identical face value on all cuts of these coins, whether they be in gold or in silver, while retaining very symbolically the value of **5 euros**, an evident allusion to the founding myth of the brand.

This coin will be commercialised on the 1st of December 2008.

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Original sketch by Karl Lagerfeld for the Paris Mint



Cuts of 5 ounces of gold and silver



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First strike of the coin of 5 ounces of gold in the honour of the 125th anniversary of the birth of Gabrielle Chanel - Paris Mint, 19 November 2008.

Technical Elements

	BE gold 5 ounces Numbered from 1 to 99	BE gold 1/4 ounces	BE silver 5 ounces Numbered from 1 to 500	BE Silver
Face value	5 €	5 €	5 €	5 €
Public price (tax included)	5900 €	345 €	325 €	45 €
Maximum production	99 examples	500 examples	500 examples	10 000 examples
Weight	155,5g	8,45g	163,8g	22,2g
Edge	Smooth, with lasered numbering	Smooth	Smooth, with lasered numbering	Smooth
Titration	Au 999.9/1000	Au 920/1000 - Ag 40/1000 - Cu 40/1000	Ag 950/1000	Ag 900/1000 - Cu 100/1000