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Coco Chanel (2009): the Representation of Liberal Feminism in the Fashion Industry in France around 1890-1919
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ABSTRACT This research paper gives contribution to the field of gender studies, particularly concerning to liberal feminism in demanding the equality between men and women in fashion as depicted in the movie Coco Chanel (2009). This can be seen on how she struggled against the patriarchal system through the dominant of male fashion designers in France around 1890-1919 under the influence of Victorian Era (1837-1901) and Edwardian Era (1901-1910). This paper examines the issue of liberal feminism that could be seen through the main character, Coco Chanel. Women had been ruled in the way they dressed even with the materials and the shapes of the dresses. The movie shows how Chanel came as a new female designer who broke the rules in the fashion industry because women needs freedom to express themselves by wearing what they want to wear and for Chanel fashion is freedom. Using the concept of Hughes’ concept of liberal feminism, this research paper concludes that Chanel’s struggles in the fashion industry can be seen as a struggle of a liberal feminist because she successfully fought against the dominant of patriarchal system in the fashion industry.

Keywords: Coco Chanel; fashion; gender; liberal feminism; patriarchal system.


Kata kunci: Coco Chanel; fashion; gender; liberal feminisme; sistem patriarki.
Introduction

The main aim of this article is to analyze how liberal feminism overthrew patriarchy in the fashion industry in France around 1890-1919 under the influence of Victorian Era (1837-1901) and Edwardian Era (1901-1910). The article gives analysis through the main character, Coco Chanel, who struggled against the patriarchal system in the fashion industry. Patriarchal system had given a great impact to the fashion industry, and it was being practiced consciously in social/economical class at that time; no one could bring it down bravely. Women were taught how to dress; they should wear dress that had specified materials and shapes. Women did not have freedom to choose what they wanted to wear. As Murton and Schwartz mention in *Women's Fashions of the Late Victorian Era* (1999) that:

In contrast to the trend toward comfort in men's wear, women's dress was very elaborate and restricting. Their dress was so restricting that it affected the way the women walked, sat, or moved her arms; their movements were described as rigid and upright. Walking became taking small steps. Women had to learn to sit without bending at the waist, and were not able to move their arms above the head or bend at the elbows.

Here, Coco Chanel or Gabriella Chanel came to change the mainstreams. She changed the way women dressed. She has successfully changed the world’s fashion industry, which is now not restricted tied by the authority of male designers. Chanel was known as a liberal feminist in fashion industry, yet she was not sure about that because she did not think that her struggles were a concept of feminism. However, the movie itself shows the real life of the greatest female designer like Coco Chanel and shows how the patriarchal system played a role in the fashion industry and how liberal feminism broke it. This article will examine patriarchal system and liberal feminism towards fashion industry in the movie by analyzing and re-evaluating of secondary literature and documents.

This article analyzes the movie *Coco Chanel* (2009) that tells about her struggles in the fashion industry that represents the movement of liberal feminism. I will observe the movie and see how Chanel’s efforts in the fashion industry reflected liberal feminism. Coco Chanel did not want to follow the rules in fashion; implicitly, she wanted to show that women could wear the same clothes like men. As it goes through the analysis, her efforts in the fashion industry has established and shown how liberal feminism also plays an important role. Her action through fashion can be seen as a feminist movement; though, she never thought that was a feminist.
As cited in *Online Times Magazine* that said Chanel would not have defined herself as a feminist—in fact, she consistently spoke of femininity rather than of feminism—yet her work is unquestionably part of the liberation of women. Furthermore, Charles-Roux (2005) in *Chanel: Her Life, Her World, and the Woman Behind the Legend She Herself Created*, described how Chanel changed the material of women’s clothes that usually worn by men:

She managed to combine comfort and practicality with beauty and elegance using the new Jersey material which had been rejected by others as only good for underwear and scratchy garments at that time.

We can see that Chanel did not want to follow the mainstreams in the fashion industry; in other words, she wanted people to realize that fashion needs freedom. If men could wear jersey, so could women.

In this essay I attempt to discuss the current analysis which is related to gender studies, particularly more concerning to the liberal feminism as depicted in the movie *Coco Chanel* (2009). I shall try to discuss some theoretical approaches to the liberal feminism which is represented in the movie. Then, the research methodology is also provided in this research paper. Next, this research paper focuses on the analysis of the problem and presents the findings. Finally, in the last part shows the conclusion of my research on the issue of liberal feminism as depicted through the main character in the movie *Coco Chanel* (2009).

**Theoretical Approaches to Gender Issue in the Movie *Coco Chanel* (2009)**

The movie *Coco Chanel* (2009), which talks about Chanel’s true life, represents liberal feminism that demands the equality of rights in the workplaces, especially in the fashion industry. Coco Chanel is a female designer that came from France. She faced a very hard situation in the fashion industry due to the mainstreams on how women should dress at that time. As described in *The Status of Women in France* (1972), Alexandre shows how complicated the status of women in economic, politic, and social life in France in Chanel’s era between 1800’s to 1900’s:

> In economic, political, and social life, the disparity between the sexes remains marked. Women are not sufficiently in-formed of their rights and, in the family domain, often do not avail themselves of prerogatives the legislature has opened to them. In the world outside the home, they encounter the distrust of men who hesitate to place them in positions of substantial

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As a woman, Chanel has rights to produce things and earn money from what she does. Women and men have the same rights in the economic system to fulfill their needs and they have contributions in the workplaces and their home life; unfortunately, Frenchwomen have to fight against very hard to get their rights. We can see that women are still being marginalized by the patriarchal system. The theory of liberal feminism that will be used in this article is represented by this hard social life that is shown in the movie *Coco Chanel* (2009).

Then, what is liberal feminism? We know that feminism has been brought big charges to the equality of rights between men and women. According to Hughes (2002:35) in *Key Concepts in Feminist Theory and Research* that feminist has brought us to the significant changes so that women are able to vote, to give the access to higher education and to equal pay and conditions in the workplaces. Women also have rights in political and social context in our life. From those concepts of feminism, we all agree that women should be equal with men. In this case, Chanel has the same rights to be a designer as the male designers. This argument also supported by the Rosemarie Putnam Tong (1998:16) who said:

> Liberal feminism more concern about the equality of rights between men and women; furthermore, individual rights should be put as the highest priority in life because it produces a good framework, which is the basis for us to choose what the best is.

Liberal feminism is categorized as the modern form of feminism which is more concern about the equality of individual rights between men and women in many aspects of social life. The issue in the movie raises considerable problem in the concepts of equality. Hughes (2002:37) says that equality is that a view of equality based on this form of ‘sameness’ means that the norms and ideals of a masculine value system, and its concomitant power, are unchallenged. The concept of equality can be used to support the idea of liberal feminism in the movie. Chanel’s struggles in the fashion industry represent the liberal feminism and the ‘sameness’ in the fashion industry. She pursues her rights to be a designer and produce a good framework in the fashion industry as what male designers do.

In such situation, Chanel has been succeeding to give a big change for Frenchwomen in the equality of individual rights in the fashion industry by breaking the mainstreams in fashion. Based on the theory given, this article gives analyses of the whole story about Coco Chanel’s efforts in the fashion industry that can be seen as representation of liberal feminism in France.
Research Methodology

In this article, I used qualitative method as a research methodology to complete my analysis through the movie. It started with collecting relevant data and theories which are related to the issue of liberal feminism issue as depicted in the movie *Coco Chanel* (2009). The data was fulfilled in the form of books or online academic journals and research papers which are related to the liberal feminism issue and the movie itself; for example, *Key Concepts in Feminist Theory and Research* by Christina Hughes as the main reference that is used for the theory of the liberal feminism. Then, these data were collected, researched, and associated with the main topic of the article so that these could also explain the concepts and ideas on the issue given. To narrow down the issue, I focused on the theory of liberal feminism and equality between men and women. Furthermore, I analyzed the issue of liberal feminism by looking at the main character Coco Chanel on how she struggled in the fashion industry. The character that I focused on Coco Chanel who struggled against the dominant of male fashion designers in the fashions of the late 19th century – under the influence of Victorian Era (1837-1901) and British Edwardian Era (1901-1919). Her efforts in the fashion industry could be seen as a representation of liberal feminist movement because she did not want to follow the mainstreams of fashion in the style, shape, and the used materials. Then, I started the analysis by giving a brief explanation about the storyline of the movie *Coco Chanel* (2009) and followed by applying the theories to the issue occurring in the movie.

Findings

A. *Coco Chanel* (2009), The True Story of One of the Greatest Female Designers

Gabrielle Chanel or Coco Chanel is one of the greatest female designers who was born in Saumur France on August 19, 1883. Throughout her career in fashion, she faced so many obstacles due to the mainstreams in the fashion industry. As mentioned before, women were restricted on how they dressed by using specified materials and shapes of the dresses. Her efforts in the fashion industry brought people to make a documentary of her life in the fashion industry. Film makers are interested to make a movie based on her true life because her life is inspiring, and one of its examples is the movie *Coco Chanel* (2009) by Matilde and Luca Bernabei starring Shirley MacLine.

The movie itself talks about Chanel’s life from her childhood and how she survived in so much pressure in her life especially in the fashion industry. Chanel, who lived only with her mother and her little sister, Julia, had to grow into a strong girl. The story of the movie begins when Chanel arranged a fashion show after 15 years off. Sadly, the show did not go well as it
was expected, yet she did not care about that as reflected in her dialogue “I’ve suffered rejection before, you all know.” (min. 05:52). Rather than feel disappointed by the show, Chanel preferred to continue her life story when she was a child. Since her mother died and her father left them, Chanel and her sister had to move into an orphanage and started a new life. After 18 years, Chanel decided to leave the orphanage and started her career in fashion by working in a small boutique of Madame Desboutins. Her talent in fashion was inherited from her mother who was a seamstress. Since childhood, Chanel was used to help her mother to sew so that Chanel did not feel awkward anymore when working in a boutique.

Then, the story continued when Chanel finally found someone that loved her, Officer Etienne. They fell in love and she decided to move to Belgium and stayed with Etienne for almost two years. It did not take so long after she finally met Etienne’s best friend, Boy Capel, who taught her to reach her dream as a designer. At that time, Chanel almost forgot about her passion in fashion. Etienne treated her as ‘the real woman’ at that time. In contrast, Chanel was different from other women who were acting like ‘an ideal’ woman. She was strong, brave, and bold. In this era under the influence of Victorian Era (1837-1901), women were so naïve and always tried to catch themselves into an image of ideal women. On the other hand, Chanel did not have to pretend being someone else. She strived for what she believed and did not care about people’s comments.

From the story of the movie, we know that Chanel’s love life was quite complicated; however, from the story, we cannot separate Etienne and Boy from Chanel’s efforts in the fashion industry as that is an early start for her career. As I analyzed the movie, we could see how these two male characters have important role for Chanel’s career in the fashion industry though in different ways. Etienne was a rich man who fell in love with Chanel first, then he brought her into his life and his best friend, Boy. Etienne was just like other men who wanted an ‘ideal’ woman who stayed at home and accompanied him, yet Boy was different. Boy was a free and hard worker person just like other Englishmen. It is depicted in his dialogue “Work is my passion. I couldn’t live without it.” (min. 40:43). Boy had opened Chanel’s eyes to pursue her dream in the fashion industry just by asking a simple question “Don’t you have passion?” (min. 40:51). Having a short conversation with Boy, Chanel realized that she had to pursue her dream as a designer. Through the movie, we can see that both Boy and Chanel have same personalities which are free and bold.

As we go on through the story of the movie, Chanel’s life cannot be separated from the patriarchal system since these two male characters in the movie reflected the patriarchal system in different ways. Etienne was a person who reflected patriarchy at that time. He
wanted his woman to follow what he wanted; he took control of his woman. When Coco Chanel had to stay and live with him, she was not permitted to start her career in Paris because Etienne wanted her to stay forever with him and did everything he deserved to do such as horse riding and going to parties. In contrast, Boy Capel was a person who really appreciated Chanel’s efforts in the fashion industry. Boy gave his support and motivated Chanel who wanted to start her career in Paris. He did not try to be dominant just like what happen in the patriarchal system. This could be analyzed that both of them are like the two sides of a penny because Etienne and Boy Capel were very different persons with different personalities.

At the end of the story, as Chanel’s career in the fashion industry received its success, these two male characters disappeared. Thus, we would not see Etienne for the rest of the movie after he let Chanel pursue her career in Paris. This can be seen as the new beginning of Chanel’s love life with Boy. Therefore, in the half of the movie, we will see more about Boy and Chanel since they were falling in love and starting to become lovers. Boy had an important role for Chanel’s career in the fashion industry. He helped Chanel got out of her financial crisis in the beginning of her career in Paris. Unfortunately, the relationship could not stay long from what they expected because Boy died in a car accident while he was driving to Chanel’s place. Thus, Coco Chanel’s love life was not as good as her career in the fashion industry, yet her love stories have been bringing her career into a story that is interesting and inspiring.

From this short fragment of the story of the movie *Coco Chanel* (2009), it is clear now how the issue of liberal feminism is depicted in the main character Coco Chanel. My analysis to the gender issue related to feminism that can be seen through the movie will be more focus on the representation of liberal feminism which is displayed by the main character, Coco Chanel. This issue can be seen through Chanel’s struggles in breaking the mainstreams and the dominant of male fashion designers in the fashion industry.

**B. Coco Chanel, A Liberal Feminist in the Fashion Industry**

As mentioned before, this movie is based on Coco Chanel’s life struggling in the fashion industry where male fashion designers were dominant in France around 1890-1919 under the influence of Victorian Era (1837-1901) and Edwardian Era (1901-1910). Patriarchal system had more power over women where the men took control of their women in the private and public areas. That was very hard situation for women to uphold themselves. Moreover, as described in *The Status of Women in France* (1972), Alexandre shows how complicated the
status of women in economic, politic, and social life in France in Chanel’s era between 1800’s to 1900’s:

In economic, political, and social life, the disparity between the sexes remains marked. Women are not sufficiently in-formed of their rights and, in the family domain, often do not avail themselves of prerogatives the legislature has opened to them. In the world outside the home, they encounter the distrust of men who hesitate to place them in positions of substantial responsibility. Frenchwoman is therefore far less than the equal of the Frenchman in terms of the opportunities open to her; Frenchwomen are seeking the same rights as those accorded men, but few of them regret having been born females.

We can see that Frenchwomen faced hard situation in demanding the equality in many aspects of life. Frenchwomen had fewer opportunities to be what they wanted to be and to do what they wanted to do. Frenchwomen were seeking for the same rights in order to do the things like men do. This situation is depicted in the movie since Chanel was seeking for her freedom in the fashion industry.

After reading the whole summary of the movie Coco Chanel (2009), the following analysis will further explore the connection between the stories with the issue of liberal feminism. Chanel’s struggles in breaking the patriarchal system in the fashion industry can be observed as a feminist movement even though she never claimed herself as a feminist. As cited in Online Times Magazine2, Chanel would not have defined herself as a feminist—in fact, she consistently spoke of femininity rather than of feminism—yet her work is unquestionably part of the liberation of women. This statement is supported by her personality, free and bold. Chanel did not afraid of not following the mainstreems on how women should dress. Her works were more like liberation and express rebellion toward male domination in fashion. Her breakthrough in the fashion industry has changed the way women dress, which was previously being ruled by the desire of male designers at that time. Furthermore, the dialogue between Chanel and Geraldine, one of the female characters in the movie, illustrates the situation where men took control over women for pleasing their own pleasure. For instance, Geraldine said, “In this world, men make the rules. We women, must rely on the looks and charms for pleasing our man,” (min. 38:56). Women were required to dress according to the existing rules and men’s desire. Therefore, women could not express themselves on what they wanted to wear. We can see that the movie clearly illustrates the

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http://www.time.com/time/magazine/article/0,9171,988494,00.html#ixzz28mze6ekf; Accessed Tuesday, October 09, 2012, 15:41.
situation where men had power to control the way women dressed, yet Coco Chanel had more power to change the mainstreams. Her power can be said as a feminist movement in the fashion industry.

This article used several theories to support the idea of the liberal feminism that can be analyzed through the movie *Coco Chanel* (2009). Rosemarie Putnam Tong (1998:16) explains that liberal feminism concern about the equality of rights between men and women. This argument also supported by Hughes (2002:35) in *Key Concepts in Feminist Theory and Research* that feminist has brought us to the significant changes so that women are able to vote, to give the access to higher education and to equal pay and conditions in the workplaces. In other words, it is said that liberal feminism can be explained as equality of human rights between men and women in any aspects of life; which is in this case, liberal feminism had brought a significant change for women’s liberation in fashion.

The theories are used to analyze on how Coco Chanel suffered from the patriarchal system in the fashion industry which is depicted from her character in the movie. Women and men have the same rights in the economic system to fulfill their needs and they have same contributions in the workplaces and their home life. In other words, women could also gain money for their own benefits rather than hoping and waiting for their men to do so. Unfortunately, male domination had changed the situation and took control of women’s rights. In this movie, we can see that Chanel fought for her rights to produce things and earn money in the fashion industry just like other male designers, yet the situation was not that easy since male fashion designers dominated the field. According to this belief, Chanel strived to change the way people think of how women dress and she always tried to be different.

Furthermore, as depicted in the movie, Coco Chanel always dared to be different from other women in the way she dressed. She was bold and never afraid of people’s comments on how she dressed. Charles-Roux (2005) in *Chanel: Her Life, Her World, and the Woman Behind the Legend She Herself Created*, described how Chanel changed the material of women’s clothes that usually worn by men:

She managed to combine comfort and practicality with beauty and elegance using the new Jersey material which had been rejected by others as only good for underwear and scratchy garments at that time.

The way she changed the materials of women’s dresses can be seen as liberation in fashion. There is an interesting dialogue in the movie which is illustrated more about her braveness in breaking the mainstreams in the fashion industry; she said, “You have to be irreplaceable. You have to be different.” (min. 01:06:28). From the dialogue, it explains her personal
characters which are brave and rebel. She did not worry on how would people talked about her style because she felt comfortable being just the way she was. Furthermore, there is an interesting dialogue between Etienne and Chanel to illustrate her rebellion in fashion. When Etienne took her to watch Polo, she dressed in white shirt, black suit for the outerwear, wore a necktie, and wore black straw hat on the head.

![Image](Coco Chanel 2009, min. 0:44:51)

Her action was confusing and suddenly made her as the center of people’s attention; yet, she did not care about that. She looked very enjoy being different while other women followed the rules wearing pale color dresses and ‘bird-nest’ hat as seen in the picture below.

![Image](Coco Chanel 2009, min. 0:45:28)

It is clearly defined her braveness to be different from other Frenchwomen. Besides, this also could be analyzed that she wanted to show that women has rights to be different, to be what they want in the way they dress. Chanel’s braveness to make a change in the fashion industry can be seen as liberal feminism. As mentioned before, liberal feminism demands equality of rights between men and women. In the picture below, we can see that she looked boyish.
She wore a shirt with a waistcoat and a tie, just like what men usually wear. This shows liberation and rebellion in fashion which come up from a woman. As we go through analysis on the picture, Chanel was demanding the equality between men and women in fashion. She wanted to knock people that even a woman could wear men’s clothes.

Chanel’s braveness is also depicted in the picture below where she had a conversation with a well-known male fashion designer, Paul Poiret. The designer commented on how she dressed in the Polo Games because he thought that was a weird action wearing a straw hat in a formal occasion.

As we can see from the picture above, there is an interesting conversation between Chanel and Paul, the male designer. Paul asked her about the straw hat because that was not common for women wore a straw hat in a formal occasion like Polo Games. Chanel’s reaction toward his comment can be seen as the power of women. As a woman came from a lower class family, Coco Chanel had been forced to become a tough woman. Her hard life changed the way she behaved toward something against her mind. She bravely criticizes the male designer by...
saying “You mean, you want them to wear. But are you sure that the same thing?” (min. 47:06) since the male designer doubted her. To strengthen this point, there is also an interesting quote taken from the movie, “Designer these days had forgotten those real women are inside these clothes.” (min. 01:13:10). This dialogue shows on how designers did not care about women’s will in fashion. At that time, male fashion designers thought that they knew what women needed; therefore, they took control over women in the fashion industry. However, Chanel believed that male designers could not take control of what women should wear and how they should dress. From the dialogue above, we can see that the patriarchal system in the fashion industry played a significant role in the fashion industry, yet Chanel did not afraid of it. Men took control on what women should wear and what shapes should be followed; in contrast, we know that Chanel did not want to follow the desire of men on how she dressed. Growing up as a strong and brave woman, Chanel did not afraid of saying what she wanted to say, even with a well-known fashion designer. This action considered as a feminist movement because she spoke up her mind in the bold of patriarchy in the fashion industry.

Furthermore, from all of the pictures above, Chanel wanted to show the different sides of women. She highlighted the masculinity of a woman by the way she dressed, yet she still looked elegant, beautiful, and feminine. In addition, she also wanted to change people’s point of view about women and defined women as strong and independent creatures. She was not only looked different from other women, but she also managed the material of the women’s clothes differently. Her action could be seen as demanding the equality between men and women in the fashion industry. As mentioned before, if men could wear what they want to wear, so do women.

Her struggles in the fashion industry are not only can be observed a liberal feminism; yet, there is another issue that can be observed in the movie. The issue in the movie also raises considerable problem in the concepts of equality. According to Hughes (2002:37) that equality is that a view of equality based on this form of ‘sameness’ means that the norms and ideals of a masculine value system, and its concomitant power, are unchallenged. As mentioned before, liberal feminism more concerns on the equality of men and women in many aspects of life. As depicted in the movie, Chanel’s struggles in the fashion industry were also reflected as ‘demanding the equality or sameness between men and women’. For example, Coco Chanel’s action in showing her masculine side in the Polo Game and her style in wearing shirt, waistcoat, and a tie can be observed as demanding the equality or ‘sameness’ towards male domination.
As a matter of fact, the important point of Chanel’s struggles is that fashion needs freedom, not rules. Her struggles in the fashion industry showed that there are no absolute boundaries in what men and women wear since we have the same rights, especially in fashion, because fashion is all about freedom. In addition, this picture below shows on what Chanel’s believed that when women dress up, it is not for the pleasure of their men because women have freedom to choose what they want to wear. As illustrated in the dialogue between Chanel and her friend, Mark; she said, “Freedom is never had to style.” (min. 01:13:10). Women did not have to follow the mainstrems just to fulfill men’s desire.

The movie Coco Chanel (2009) is an inspiring movie which shows us the true story from the world’s female fashion designer whose works can be seen as a representation of liberal feminism in the fashion industry. The life story of Coco Chanel has given a tremendous change for women around the world, especially in the fashion industry. According to Boyd Davis (2007),

Coco Chanel was one of the most powerful figures in the women’s liberation movement after World War I. All over the western world, women were fighting for equality and the right to vote. One means of expressing this new freedom was through appearance and dress. She maintained that couturiers were not artists, they were furnishers. She believed that women should dress simply and comfortably. Therefore, her struggles and braveness in breaking down the stereotypes in the fashion industry among male domination considered as a form of feminist movement.

Conclusion

Based on this research, I conclude that the main character in the movie Coco Chanel (2009) as a representation of a liberal feminist in the fashion industry. Liberal feminism which demands equality between men and women in fashion had overthrown the mainstrems on how women dressed, especially on how their style, how the shape of the dresses, and what materials that is used on their dresses. This article provides analysis of the issue of liberal feminism through the main character in the movie, Coco Chanel, who struggled against the
mainstreams in the fashion industry. Her struggles in changing the way women dressed could be seen as a feminist movement and demanding equality between men and women.

As depicted in the movie, Chanel had to fight against the mainstreams in the dominant of male fashion designers. The movie shows how patriarchal system gave a big impact to the fashion industry; women were ruled on how they should dress by wearing specified materials and shapes of the dresses. Women could not express themselves on wearing what they wanted to wear. Women should follow their men’s desire in fashion because the ideal women in Chanel’s era were seen on how they dressed. At that time, male designers were very appreciated rather than female designers. As depicted in the movie, Coco Chanel’s past reflected her character as a liberal feminist. It is seen by her efforts in changing the way women dressed which was dominated by male fashion designers. Her bravery to use different materials and shapes of dresses can be seen as a demand for equality between men and women in fashion. Her struggles in the fashion industry broke down male domination in the fashion industry; therefore, women are no longer restricted on what they would like to wear by male’s desire. Chanel has successfully changed the world’s fashion industry, which is now not restricted by the authority of male designers.

However, the paper only checked the issue of liberal feminism by analyzing the main character, Coco Chanel. Further analysis on other characters in the movie could be done. The paper also left a question that can be further analyzed since the patriarchal system also depicted in the movie: how far the patriarchal system depicted in the movie if we take a look at the male characters? This question can be observed by looking at the two main male characters in the movie, Etienne and Boy Capel; therefore, this research can be observed further to see many possibilities that occur in the issues of liberal feminism and patriarchal system.
Sources:
http://www.time.com/time/magazine/article/0,9171,988494,00.html#ixzz28mze6ekf; Accessed on Tuesday, October 09, 2012, 15:41.