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Chloé thinks pink for exclusive Lane Crawford capsule

October 1, 2014



Exterior of Lane Crawford Shanghai flagship

By STAFF REPORTS

Chinese department store chain Lane Crawford is teaming up with French fashion house Chloé for an exclusive collection.

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The Pink Wardrobe, launching in-stores and online Nov. 13, modernizes the label's classic "Chloé dusky pink." Rather than just having Chloé designer Claire Waight Keller create the pieces for the retailer, Lane Crawford worked hand in hand with her to develop the looks, picking styles, colors and fabrics together.

Blush crush

The capsule collection consists of 10 pieces described as "wardrobe staples." Dresses, T-shirts and knits have feminine details, such as lace and pleating.

For the transitional weather, the collection includes a mini parka and a lace-up pullover.



Dress from The Pink Wardrobe

The collection will be sold alongside the other Chloé apparel.

Having exclusive collections draws in consumers, since they cannot shop through brand operated channels or other retailers.

For example, department store chain Bloomingdale's is presenting consumers with exclusive capsule collections from 100 different designers this fall.

The "100 percent Bloomies" campaign will have 100 designers with 1,000 exclusive items at one store, the campaign is further enhanced through designer capsules on the stores Web site that feature the exclusive items from the 100 designers. The immense diversity will likely appeal to consumers who choose retailers exactly for that reason ([see story](#)).