

ADVERTISING

Chloé's spring campaign recalls 1970s carefree chic

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Models Caroline Trentini and Eniko Mihalik in the Chloé spring/summer '15 campaign

By KAYSORIN

French apparel and accessories label Chloé is releasing its new spring/summer 2015 advertising campaign featuring two models walking horses along a beach in the California sun.

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The brand posted images featuring models Caroline Trentini and Eniko Mihalik on its Facebook and Instagram pages in addition to releasing the campaign on its Web site. The images reflect Chloé's principles of lightness, freedom and femininity, evoking 1970's nostalgia while highlighting some of the looks from the new collection.

"The Chloé girl has a certain quality to her," said Rony Zeidan, president and creative director of **RO NY**, New York. "She is natural, nonchalant and effortless, while remaining very fashionable and iconic.

"The spring 2015 campaign reflects exactly that, but instead of focusing more on the fashion-aggressive, studio-photo style, the setting is natural and serene, bringing a softness to the brand reminiscent of their signature, soft-shaped bags," he said.

Mr. Zeidan is not affiliated with Chloé, but agreed to comment as an industry expert.

Chloé was unable to comment directly.

Seventies summer

The campaign is intended to reflect carefree feelings of summer with the serene setting and casual styling of the girls' hair and makeup. The horses represent Chloé's essential freedom and maintain some of its classic symbolism – horses have been a consistent motif for the brand.



Models pose with a horse in the campaign

In an email announcing the campaign's release, Clare Waight Keller, creative director of Chloé, said, "This season I was searching for a truly iconic 70's beauty. Both Caroline and Eniko have that look, so indicative of the 70's era; the unkempt hair, fresh natural radiance, soft freckles and sun-blushed skin that reminds me so much of the women of that period."



The two girls walk together along the beach

Additionally, the campaign explores the idea of friendship, showing the girls in various stages of play. Together they happily pat the horses, walk along the beach in flowing gowns and pose smiling in sunglasses.

"The message this campaign conveys is about the heightened, über-relaxed stroll on the beach and looking '70s carefree fab," said Mr. Zeidan. "The friendship comes through when accompanied with the story paragraph, but not necessarily in the images."

Retro revised

While this release was not preceded by additional coverage on social media, Chloé has previously taken that approach with other campaigns. The brand unveiled its spring 2015 collection through a new account on social media mobile application Tunepics.

Compared to the brand's other social media accounts, which focus solely on the brand, this account is manned by creative director Clare Waight Keller, lending a more intimate feel to the posts. By opening up about its designer's day-to-day work, Chloé is able to connect on a deeper level with consumers ([see story](#)).



Trentini and Mihalik strike a friendly pose in sunglasses

For its fall/winter '14 collection, Chloé relied on social media to build anticipation for its campaign, sharing short snippets of its campaign video and behind-the-scenes shots. Brands typically share the campaign first and extra content second, but this series of posts from Chloé worked backwards to take consumers on more of a journey ([see story](#)).

A selection of behind the scenes images was released on the Web site along with the spring/summer 2015 campaign, however, Chloé fans would undoubtedly like the brand to share more content in coming months. Despite the fact that the collection conveys a retro-chic look, contemporary marketing strategies are essential to promoting the campaign.



Photos from behind-the-scenes of the shoot

"The brand's big success happened in the '70s under Karl Lagerfeld's direction, so it is natural for the campaign to always return to its moments of glory and celebrate them in a

modern way,” Mr. Zeidan said. “This campaign could have run in the 70’s and looked very apropos.”

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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