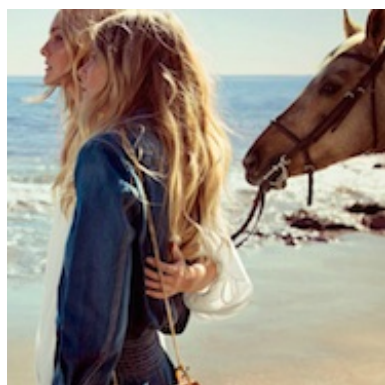


MOBILE

Chloé avoids logo fatigue by positioning “Chloé Girl” as brand identifier

April 24, 2015



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

By JEN KING

FLORENCE, Italy – French fashion house Chloé believes that the subject—meaning the female consumer—is more important than the object, according to the brand’s president at the Condé Nast International Luxury Conference April 23.

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Chloé uses a host of adjectives and verbs to describe a “Chloé Girl,” ranging from elusive and captivating to bold and kicking, but above all “needs no logo.” Just as the brand defines its target consumers, its philosophy emphasizes individuality, especially in the handbag space, which is cluttered by other luxury brands designing pieces that have a similar, often indistinguishable, shape.

"For her friendship has more value than the number of friends she has on Facebook, so we have a very different attitude, but what Chloé Girl[s] all have in common is she likes to express herself independently [through her choice of handbag]," said Geoffroy de la Bourdonnaye, president of **Chloé**.

"Sometimes it's difficult to tell which handbag belongs to which brand...and identity comes more from a monogram or logo," he said. "We have tried to create a very unique

shape, and very unique silhouette, in tune with the Chloé Girl attitude."

In the bag

Rather than fall in line with the handbag designs of its peers, Chloé designs its handbags to reflect the spirit and attitude of the Chloé Girl. Through different, often rounded, shapes, Chloé handbags use soft leather with an interesting metallic accent.

Within the hard and soft luxury sphere, Chloé has selected attitude as a marketing tool, but as Mr. de la Bourdonnaye suggests, that can be elusive, intangible and difficult to describe. So, Chloé uses the global Chloé Girl as its "logo."

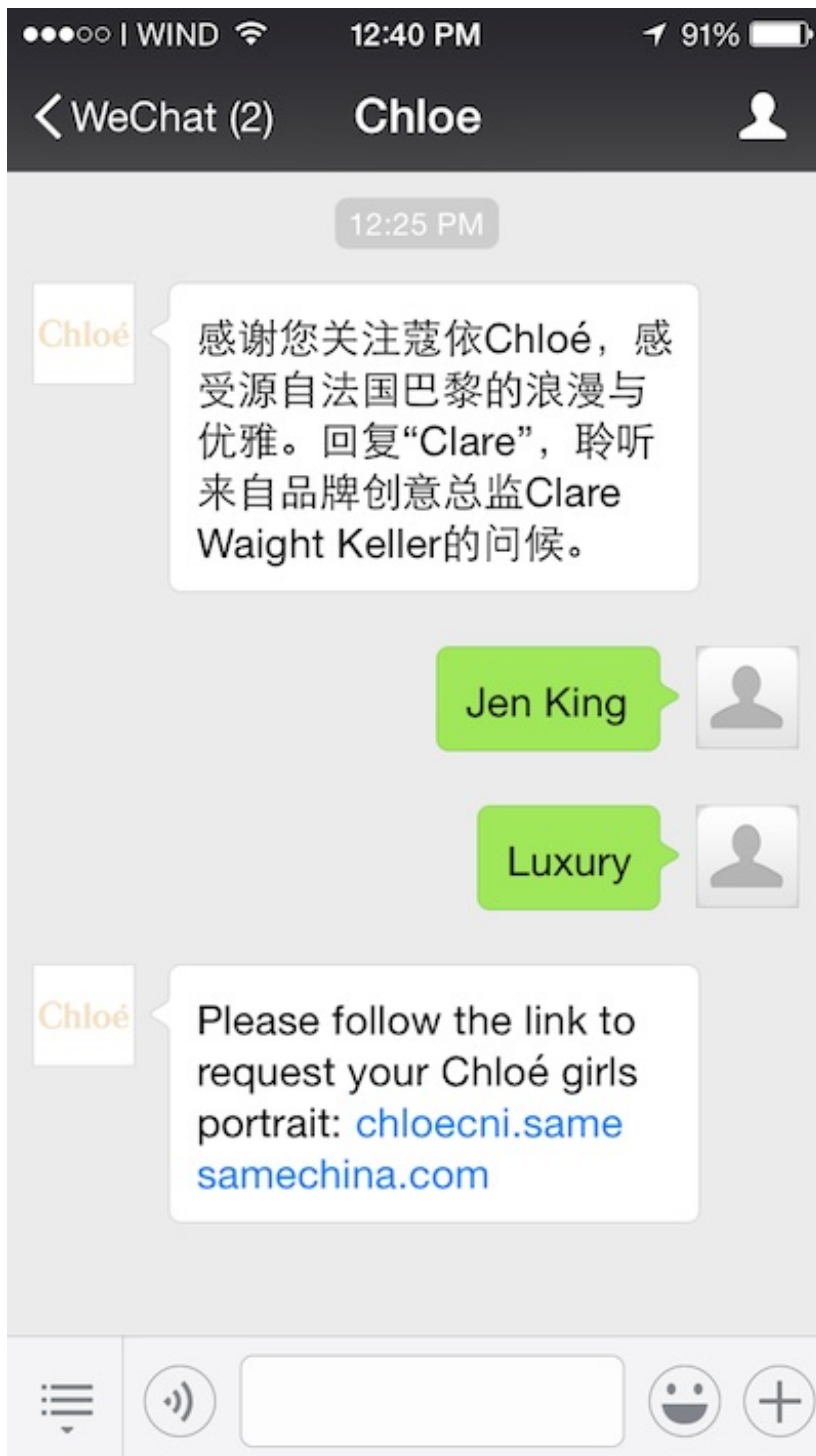


Geoffroy de la Bourdonnaye of Chloé

Due to social media, voice and word of mouth has never been as important and Chloé uses different platforms to communicate with consumers to inform and interact.

During "The Power of Accessories: The Chloé Girl" session, Mr. de la Bourdonnaye, joined by creative director Clare Waight Keller, demonstrated the power of using social media to communicate in a personal way with consumers.

Attendees in the audience were asked to download Chinese social media application WeChat and scan a QR code that Mr. de la Bourdonnaye shared on the screen. Once scanned, the QR code brought attendees to a page that asked for a photo to be uploaded along with general contact information.



Chloé's in-session portrait example on WeChat

Once the fields were filled in, a message from Chloé read that in one to two month's time a personalized portrait by artist Meta Warber will be sent to the provided email.

Essentially creating a Chloé Girl society from the Condé Nast International Luxury Conference audience, Chloé demonstrated the personalized capabilities that WeChat can provide.

"For me, digital is another way to express what we're doing," said Clare Waight Keller, creative director of Chloé. "WeChat, in particular, is a very immediate platform that lets us play globally.

"By doing a personalized portrait [on WeChat] it makes [Chloé] more sensitive and adds more emotion," she said.

A social girl

Chloé has used social media to communicate with consumers in regard to its product as well as the message behind its brand.

For instance, Chloé unveiled glimpses of 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](#)).

Also, the fashion label marketed its fragrance L'Eau de Chloé through an engaging mobile application for the iPhone that included product details, social media functionality, campaign images and a photo contest.

Consumers could download the app and access behind-the-scenes looks at the making of the campaign, commercials and Chloé products. Users who participated in the photo contest had a chance to win branded products ([see story](#)).

As intuitive as Chloé is on social media, the brand does not yet offer ecommerce, but Mr. de la Bourdonnaye hinted it may be in the label's future.

"I think we're more advance in social media than in commerce," Mr. de la Bourdonnaye said. "The amount of work to communicate with Chloé Girls, on Facebook, Instagram, etc., has been probably up to speed with the best brands, I would say.

"We don't have any functional ecommerce as of yet, but we were the first to sell on Net-A-Porter, so we are very connected to ecommerce in many different ways," he said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/SnvdLLqAb2A>

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