

INTERNET

## Chloé puts personalization in consumers' hands with alphabet charms

July 23, 2015



*Chloé alphabet charms*

---

By STAFF REPORTS

French fashion label Chloé is letting consumers make its handbags her own with a new collection of alphabet charms.

[Sign up now](#)

**Luxury Daily**

Chloé introduced the line, available only in a select number of boutiques, via an email campaign and social media, spelling out the ways in which consumers can use the charms to express themselves. Compared to other types of customization that require a professional, such as embossing, this leaves the task to consumers themselves, opening up endless possibilities for creativity and reconfiguring.

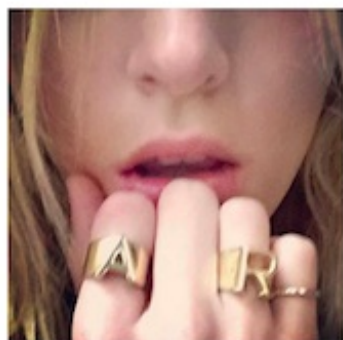
### Personal touch

Chloé's email campaign was titled "C is for Chloé." Continuing the message, inside the email is a photo of one of the brand's Drew bags with charms that spell out the Chloé name attached to the handle.

Copy tells the reader, "From initials and first names to secret messages, here is your chance to rewrite the Chloé alphabet your way."

The email also provides inspiration for other uses of the charms, such as wearing them as rings. This is illustrated by a photo of model Anja Rubik wearing them on her hand backstage at the brand's fall/winter 2015 show.

## RINGS, RINGS, RINGS



Get even more personal with the letters by wearing them as rings, as seen on #InvitedByChloe star Anja Rubik backstage at our Fall-Winter 2015 runway.

#chloeGIRLS

### *Screenshot of Chloé's email*

From the email, consumers can click-through to create their own charms or navigate to a store locator of boutiques carrying the line.

Consumers can interact with the main landing page by entering three letters into form boxes. For these letters, the form randomly selects styles to give customers an idea of the four types of lettering available, from bold etched typeface to disks with cut out letters.



### *Screenshot of Chloé's landing page*

These three letters can be shared via email.

This personalization reflects Chloé's philosophy that lets its customers define the brand.

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.

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 ([see story](#)).

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.