

ADVERTISING

Chloé speaks to cultural zeitgeist with friendship centered campaign

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Chloé fall/winter 2015 eyewear campaign image

By SARAH JONES

French fashion house Chloé is celebrating the bonds between female friends in its fall/winter 2015 advertising campaign.

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The campaign shows models Anja Rubik and Julia Stegner walking arm-in-arm through Paris, their heads bent together as if in the middle of a secret conversation. With recent media attention on famous female friends, Chloé is able to latch on to a cultural moment, making this campaign likely to resonate with female consumers.

"Sisterhood and celebrating female friendship are big themes in popular culture right now, so this campaign appears to really tap into the current zeitgeist," said Lucie Greene, worldwide director of [The Innovation Group at J. Walter Thompson](#), New York. "You have Taylor Swift in her latest hit video 'Bad Blood' tapping her circle of famous girlfriends from Lena Dunham to Karlie Kloss and Cindy Crawford, while publicly showing off her circle of girlfriends on Instagram baking, and hanging out.

"There's Tina Fey and Amy Poehler appearing as a comedy duo. There are new female buddy movies — like the all female Ghostbusters remake coming up," she said. "It's

touching everything. Even 'Frozen' was more about friendship and sisterhood than meeting a man. There seems to be a real moment of focus on the power of female friendships and solidarity.

"This shift sits with the rise of new feminism, a new wave of feminist sentiment which is being embraced not on the fringes, but at the center of popular discourse. You have movie stars commenting publicly about the wage gap: Emma Watson speaking at the UN about everyone, including men, supporting feminism; Lorde talking about women's body issues; and Amy Schumer, highlighting the nuances of modern day sexism and double standards in her hit comedy show and movie 'Trainwreck.'"

Ms. Greene is not affiliated with Chloé, but agreed to comment as an industry expert.

Chloé did not respond by press deadline.

Girl power

Ms. Rubik and Ms. Stegner have not appeared together in a Chloé campaign in a decade, making this effort a form of reunion. This reappearance shows that being a Chloé Girl is forever, and also indicates that the connection between long-time friends is unbreakable.

The images in the campaign, shot by photography duo Inez van Lamsweerde & Vinoodh Matadin, take place in the Parisian Luxembourg Gardens during winter. The models are captured walking, giving an understood sense of movement and showing off the house's "flou."



Chloé fall/winter 2015 ad campaign image

Chloé has previously explored the meaning of flou, an untranslatable word that exists in the language of couture; it encompasses the natural and beautiful hang and flow of a dress ([see story](#)).

In the images, the pair of models show a sense of closeness with their body language, as if they are sharing memories, but they retain their own "independent attitude."



Chloé fall/winter 2015 ad campaign image

In a feature on its Web site introducing the campaign, Chloé creative director Clare Waight Keller is quoted saying, “This season, I wanted the Chloé girl to play between a bolder, boyish sensuality and the sweet, femininity that defined the eclectic sisterhood of the Bloomsbury girls. For me, Anja and Julia define the modern spirit of Chloé girls, who even 10 years on are as stunningly fresh and youthful as their first campaign together.”

Also in this feature, consumers can flip through a photo gallery of behind-the-scenes images, getting a sense for the models' relationship.

This ad campaign portrays a new facet to the Chloé Girls, which in previous seasons have appeared in pairs making an escape via a road trip or walking horses along a beach ([see story](#)).

Platonic bonds

Other brands have gone for an emotional appeal this season, creating a story around their campaigns.

Italian apparel label Moncler is communicating a message beyond clothes in its narrative fall/winter 2015-16 advertising campaign inspired by Nordic, Russian and Slavic folklore.

“An Icelandic Fairytale” weaves the story of a twin brother and sister who set out on an adventure across a snowy landscape through successive images shot by Annie Leibovitz. This narrative approach has opened up opportunities for Moncler to engage with consumers on an emotional level as it gradually releases more of the story online ([see story](#)).

This campaign embodies the essence of Chloé’s leading ladies, which the brand relies on most for recognition and a sense of consistency.

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](#)).

"Chloé has always had a very feminine aesthetic, and been a female-friendly brand — producing beautifully cut, comfortable but luxurious clothes for women, rather than women dressing for men," Ms. Greene said. "So the concept fits quite nicely.

"The campaign communicates Chloé as being a female-first brand, and an indulgence for women shopping for themselves," she said. "It's less about being sexy and provocative, and more about buying fashion for yourself."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

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