

OUT OF HOME

## Chlo brings holiday cheer to Milan with festive light display

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*Chloé's Roses de Chloé*

By STAFF REPORTS

Chlo Parfums and its licensee Coty Italia are brightening up Milan for the holidays by sponsoring a large-scale light display expected to inspire dreaming.

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A collaboration between Confcommercio Milano and the municipality will see an installation of five giant flakes resembling the fragrance bottles of the label's scents strung between Via Dante and Via Mercanti, lighting the way for tourists and locals from Sforza Castle to Duomo di Milano. Having a presence in a heavily trafficked area of Milan during the holidays may lead Chlo gifts being placed under the tree.

### Fragrant festivities

The Chlo lights, up from Dec. 3, will consist of 30,000 low-energy LEDs. These will resemble the ribbon-tied bottles of the brand's fragrances.

In addition, a golden carousel placed in Via Dante will play music to help passersby to get in the spirit.

Elena Colombo, marketing director of fragrances, skincare and bodycare at Coty Italia, explained in a brand statement that the company heavily researched this type of large-scale display that would be a good fit for the Chlo brand. She added that this is seen as Chlo's "present" to the city of Milan.

This sponsorship enables the city to make its light display grander. The display will be up until Jan. 6.

Other brands have sought placements in holiday displays to woo pedestrians.

New York department store Bergdorf Goodman is looking to dazzle passersby on Fifth Avenue with its holiday windows created in partnership with precision-cut crystal maker Swarovski.

Paying tribute to Swarovski's 120th anniversary, the "Brilliant" display features clothing set against a bejeweled backdrop. With Swarovski's tree topper gracing the Rockefeller Christmas tree slightly downtown, this additional partnership with Bergdorf Goodman enables the brand to associate itself as a go-to for the holidays ([see story](#)).