

ADVERTISING

Chlo chases the sun with #ChloeGirls in tow

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Chlo spring/summer 2016

By STAFF REPORTS

For spring/summer 2016, Parisian apparel and accessories label Chlo is examining the spirit of #ChloeGirls through a technicolor lens.

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Shot by Theo Wenner, the campaign follows #ChloeGirls as they "skip through the cobblestone streets of a sun-soaked city." While the weather may be cold and drab in much of the world, Chlo's advertising is transportive, focusing on optimism and warmer days ahead.

Carefree luxury

Chlo's spring/summer effort allows the personality of each model to "glow," showing her sense of style and essence. Chlo often incorporates the ideology of the #ChloeGirl in its marketing, putting the women who wear its clothes at the forefront as a brand identifier rather than the clothing itself ([see story](#)).

The campaign embraces the "carefree and bohemian" spirit of Chlo, highlighting the movement of the spring/summer 2016 collection's technicolor ombre dresses, printed lace and athletic yet romantic separates.

In a world of vacation snapshots and selfies shared to Instagram, Mr. Wenner's "closely cropped" images evoke a personal and in-the-moment feeling.



Chlo, spring/summer 2016

For Mr. Wenner's first shoot for Chlo, he photographed the "diverse, natural beauty" of models Cline Bouly, Ari

Westphal, Antonina Petkovic and Ilvie Wittek. Ms. Bouly and Ms. Westphal are new faces for the brand.

In a statement shared on Chlo's Web site, creative director Clare Waight Keller said, "This campaign is very exciting for me because I really wanted to create a new energy for Chlo this season. Theo is a photographer I have worked with several times before and I really appreciate his youthful eye and spontaneity behind the lens. I also wanted to bring new faces to Chlo as they represent a more adventurous, free-spirited, impulsive side of the Chlo girl."

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