

INTERNET

Chlo consults astrology to spur personalized Valentine's Day gifting

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Chloe image featuring Georgia Hilmer

By STAFF REPORTS

French fashion label Chlo is promoting its Zodiac-themed charms for Valentine's Day by delving into consumers' love habits.

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To launch the collection, Chlo has created a horoscope section of its Web site, which delves into the romantic personalities associated with each star sign. Personalization is often centered on monograms or other symbols, but many consumers identify heavily with their astrological sign, making the Zodiac a means to connect with them on a deeper level.

What's your sign?

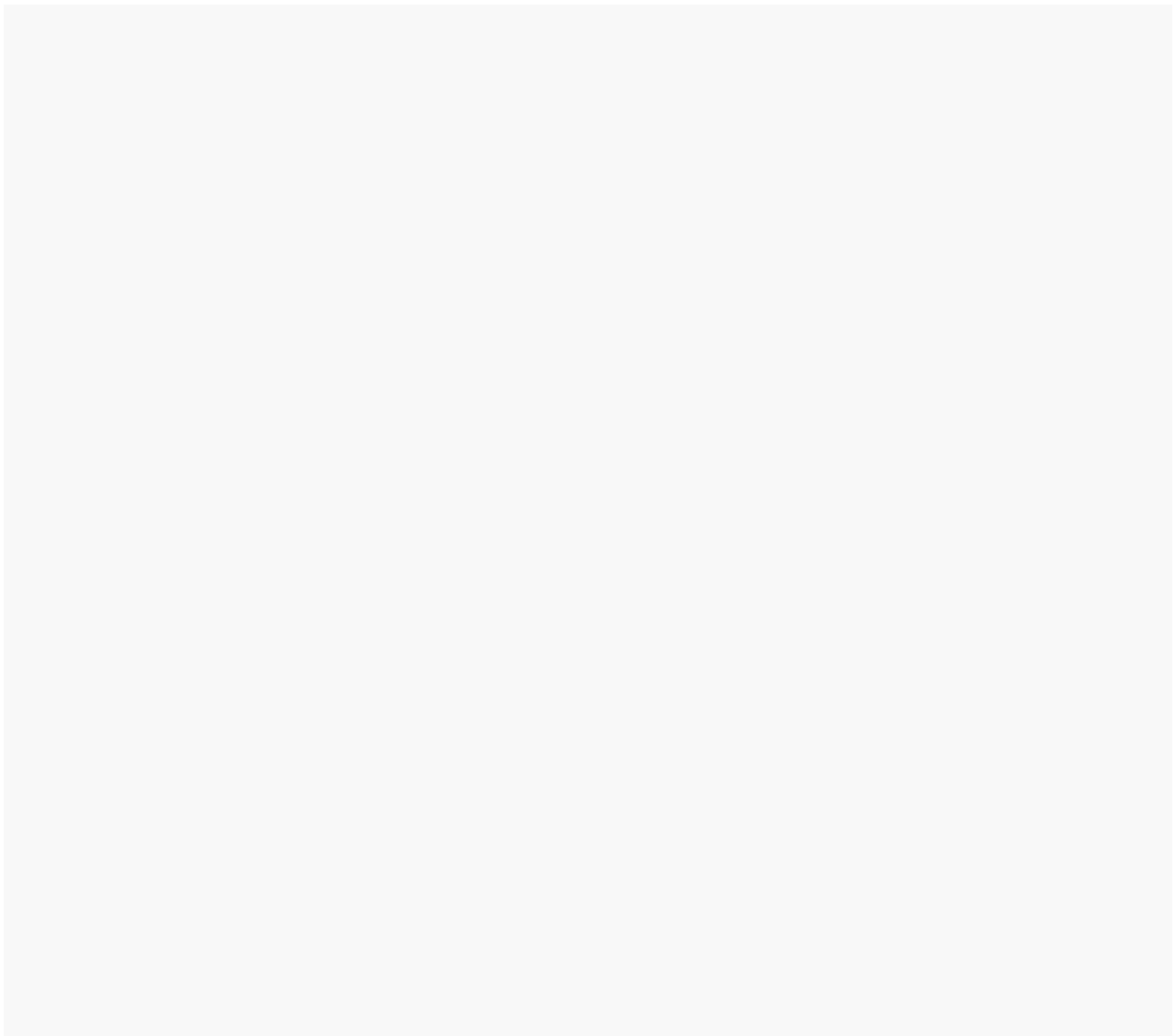
Chlo introduced its collection via social media and an email campaign to newsletter subscribers. Here, recipients were told they could "unlock [their] star sign on Valentine's Day."

On the click-through, consumers are taken to a page of horoscopes written specially for the brand by astrologer Susan Miller.

Rather than being product focused, these horoscopes instead speak to the nature of how each star sign loves. For instance, those born under Aquarius write their own rules when it comes to love, having a slight rebellious attitude against traditional notions of romance.

Libras are told they are "sunshine in a bottle" due to their charm.

Below the personality profiles, Chlo makes a brief note about its charms, and directs consumers to its store locator. As the brand does not operate its own ecommerce, having digital content available to engage consumers may help inspire store visits.



How you love discover our zodiac charms & your love horoscope by Susan Miller on chloe.com

A video posted by Chlo (@chloe) on Feb 9, 2016 at 3:04am PST

Extending it to social media, Chlo shares the results of one of its Chlo girls, Georgia Hilmer, who tells of her Scorpio tendencies in love.

Other brands have also turned to astrology to make a connection with consumers. For instance, French fashion house Kenzo provided astrological advice and product suggestions on a Zodiac feature.

"Kenzodiac" was housed on its own unique domain, and updated monthly to give consumers current content. This microsite allowed the brand to both amuse and inspire purchases, while also communicating more about itself ([see story](#)).

Also, British handbag label Anya Hindmarch let consumers create personalized, whimsical star charts to build momentum for the brand's planetary themed spring/summer 2014 collection.

On Anya Hindmarch's "What Planet Are You On?" microsite, users could find out their astrological signs and planetary chart at their time of birth and then share it with their social networks. Because this content was not specific to the brand, the test was of interest to more than just brand fans, giving Anya Hindmarch the opportunity to spread awareness ([see story](#)).