

INTERNET

## Chlo places consumer at center of Love Story with couples' excursions

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*Chloe Love Story*

By SARAH JONES

French house Chlo is helping consumers around the world create their own love story through a series of romantic itineraries.

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Tied to the label's Love Story fragrance, many of the tips and ideas for excursions, activities and downtime are based on campaign face Clmence Posy's favorite spots. Promoting this guide around Valentine's Day may help Chlo attract interest from consumers as love is at the forefront of their minds.

"Chlo is a deeply respected and well-known luxury brand catering to the global elite," said Marko Muellner, digital vice president and group director at [Edelman](#), Portland.

"Highlighting the most luxurious, exclusive and romantic spots in the world's most beloved cities feels like a natural extension of the brand," he said. "And so does investing in Valentine's Day - wherever there's love, there's Chlo."

Mr. Muellner is not affiliated with Chlo, but agreed to comment as an industry expert.

**Chlo** did not respond before press deadline.

### Day trip

Chlo first introduced Love Story, through a multichannel campaign in 2014.

The effort included a video, a written story that explained the details of the film and the product page. The featured love story is a compilation of the efforts of several women on the Chlo team, providing a personal story that consumers might relate to their own lives ([see story](#)).

Looking to further relations, this year Chlo wished consumers a happy Valentine's Day with an invitation to celebrate like a Chlo girl.

Linked on social media, Chlo's Love Story is housed on a dedicated page of the brand's Web site. Consumers are first asked to select a city from a drop down menu, with available destinations including Paris, London, Berlin, Madrid, New York, Rome and Tokyo.



*Screenshot of Chlo Love Story*

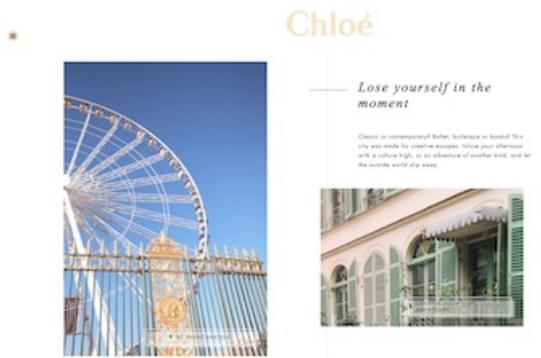
Once a city is chosen, consumers can pick their language of choice to start their love story. For most cities, the options are the local language and English.

The itinerary is organized similarly for each city.

First, Chlo makes the suggestion of a Parisian breakfast to "ease your way into the day." The brand has scoped out the best places to take in this sunny meal in each locale.

For instance, in London this means a favorite of Ms. Posy, The White Rabbit, which boasts an open kitchen that serves both traditional and unexpected dishes.

After enjoying breakfast, the itinerary plans taking in the city by a new means of travel, whether biking or taking a river cruise. In Madrid, Chlo plots out a biking trip that takes one of the city's motorized BiciMad bikes to the Mercado de San Miguel.



*Screenshot of Chlo Love Story*

The next item on the list is to "lose yourself in the moment" by either succumbing to spontaneity or seeking out an adventure. In New York, this means a trip to Brooklyn for Deno's Wonder Wheel Amusement Park, a Ferris wheel at the iconic Coney Island.

Finally, consumers are told to "rest and revel" by taking a stroll or grabbing a drink. From here, Chlo says that the stage is set for a romantic dnoeuement, including "movie-scene kisses."

At the bottom of the page, consumers can follow a link to explore the Love Story campaign in its entirety.

"Chlo has been developing rich interactive experiences for a while now, and this romantic city guide fits nicely into these efforts," Mr. Muellner said. "The brand, and specifically the Love Story fragrance, is perfect for any celebration of love. Valentines Day, even with it's commercialized veneer and overly saccharine sentiment, can endure an infusion of sophistication and romance a la Chlo, well done.

"The guides are elegant, broad reaching and actually useful for a specific set of Chlo customers," he said. "While it's fun to see what exclusive spots have been chosen in your favorite cities, my guess is that many of Chlo's customers know most of the spots featured.

"Regardless, featuring the best of the world's most remarkable cities positions the brand and it's fans as members of the cultural elite, which is nice."

#### Trip planner

This type of guide enables a brand to build a lifestyle outside of its wares.

For instance, department store chain Barneys New York is celebrating the hidden gems in its hometown with the launch of a curated city guide.

Housed on Barneys' content site The Window, the guide asks influencers such as Givenchy's Riccardo Tisci, jewelry designer Pamela Love and blogger Leandra Medine to weigh in on some of their favorite haunts. As the store prepared for its Chelsea flagship that opened on Feb. 15, this city guide helped to showcase its relationship with both uptown and downtown neighborhoods and personalities ([see story](#)).

Also, Swiss jeweler de Grisogono is transporting consumers to the snowy locale of Gstaad in the Bernese Alps through a social travel journal.

Told in chapters, "Winter Tales in Gstaad" takes place at the Gstaad Palace, a hotel that dates back to the early 20th century, bringing followers along for the ride via videos, text and imagery. The second of de Grisogono's travel journals, this seasonal diary offers the jeweler an opportunity to connect with its audience in a more intimate way ([see story](#)).

"The entire Love Story campaign, while focused primarily on the world's most romantic city - Paris - wanders to other destinations and cities, but generally feels cohesive and accessible," Mr. Muellner said. "When crafting a story for a fragrance, since it's unlikely to be actually sensed, artists - and marketers - have a lot of room to imagine.

"By naming it Love Story, the creators have staked a claim to the mystery, tension, beauty and passion of new and love," he said. "What better emotion to celebrate?"

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