

APPAREL AND ACCESSORIES

## Chlo curates optimistic playlists for Apple Music

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*Chlo for Apple Music*

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By STAFF REPORTS

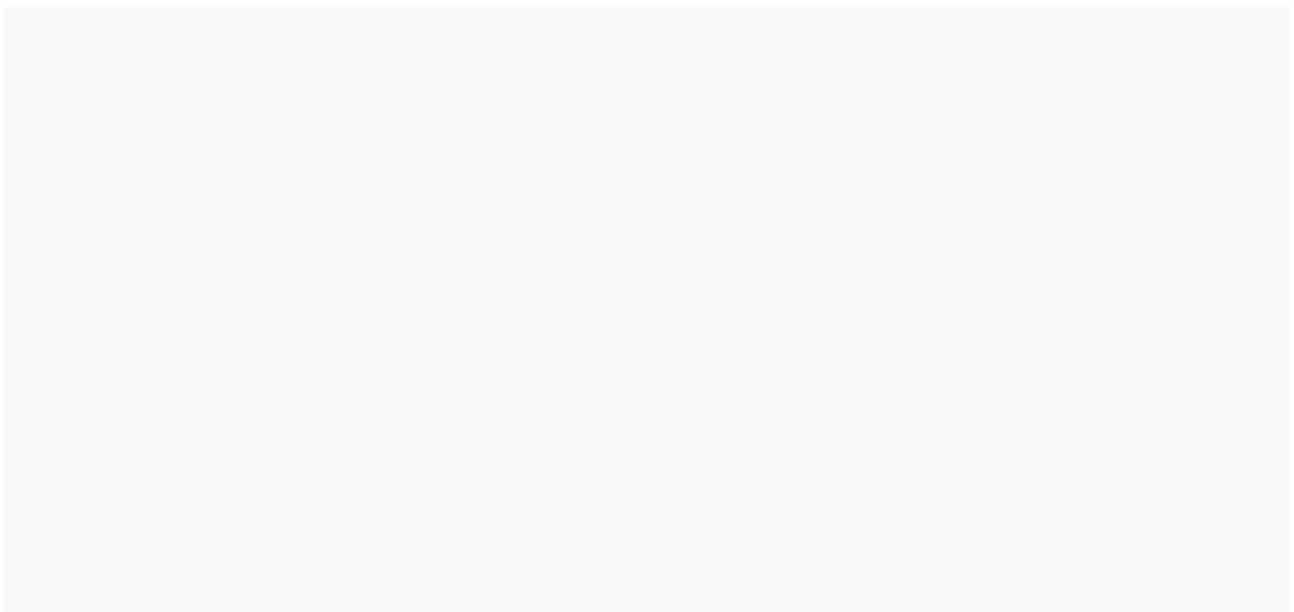
French fashion label Chlo is partnering with Apple Music to delve into creative director Claire Waight Keller's free-spirited music tastes.

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For the music streaming platform's fashion curator series, the designer is hosting a month-long takeover during July, sharing her ideal summer playlists. Through this placement, Chlo is able to showcase its perspective to Apple Music's 13 million subscribers.

Girl band

In a short video, titled "When Music Starts Your Journey," Apple Music introduces Ms. Waight Keller. Within an outdoor setting, the designer talks about how music has been an inspiration for her in fashion.



"When music starts your journey." playlists from Chlo, by @ClareWaightKeller. Listen on @AppleMusic.  
[apple.co/Fashion](https://apple.co/Fashion)

A video posted by Chlo (@chloe) on Jul 1, 2016 at 12:00am PDT

Her playlists include "On the Road," "#ChloeGirls" and "Festivals," with music from the likes of Blondie and modern Chlo girls.

Other fashion curators have included Alexander Wang, Farfetch, Vogue, Dazed, Made to Measure and Burberry, which was the first brand to have a channel on the platform ([see story](#)).

Music taste is personal, and often a certain song can help express emotions and thoughts better than mere pictures. Based on this idea, Chlo has previously looked to connect with fans over shared soundtracks.

French fashion label Chlo unveiled glimpses of its spring 2015 collection through an account on social media mobile application Tunepics.

Compared to the brand's other social media accounts, which focus solely on the brand, this account is manned by Ms. Waight Keller, lending a more intimate feel to the posts. By opening up about its designer's day-to-day work, Chlo will be able to connect on a deeper level with consumers ([see story](#)).

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