

APPAREL AND ACCESSORIES

Chlo girls take road less traveled in fall ads

August 25, 2016



Image from Chlo's fall/winter 2016 campaign

By STAFF REPORTS

French fashion house Chlo is sending its girls on an adventurous trip for fall/winter 2016.

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Promoting a collection inspired by the journals of explorer Anne France Dautheville, the brand took a quartet of models Sophie Hemmet, Michi Kat, Ellen De Weer and Frederike Sophie on an expedition to an unspecified locale. The indefinite nature of the campaign's setting may help consumers identify with the photos while inspiring a sense of wanderlust.

On tour

Chlo's campaign was shot by Theo Wenner, his second for the label. In his images, the models appear against white-washed buildings in small villages, lit by a fading sun.

Portraying the typically relaxed atmosphere Chlo has become known for, the girls lean against a stone wall.

In a short campaign video that premiered exclusively on Chlo's Web site homepage, the models frolic down village streets, beckoning, winking or smiling in the camera's direction.

At the age of 27, Ms. Dautheville left career in advertising, an apartment and her bank account in pursuit of a more nomadic existence. She traveled around the world on a motorbike in the 1970s, stopping off in locales such as India, Australia and Iran.

Her photo diary that served as the inspiration for Chlo's collection is featured on the Web site homepage along with the release of the campaign.

In July, Chlo launched a direct-operated ecommerce platform powered by Yoox Net-A-Porter.

Prior to July, Chlo's Web site redirected consumers to its product page hosted by Net-A-Porter, but now "Chlo Girls" can shop directly on the monobrand site. Chlo's ecommerce expansion includes ready-to-wear, handbags, shoes, accessories, children's wear and fragrances ([see story](#)).

This marks the first campaign launch for Chlo in which calls-to-action to shop are integrated into its digital content.

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