

APPAREL AND ACCESSORIES

Chlo hires creative director from Louis Vuitton

March 10, 2017



Chlo spring/summer 2017

By STAFF REPORTS

French fashion label Chlo has named Natacha Ramsay-Levi its new creative director, confirming months of industry rumors.

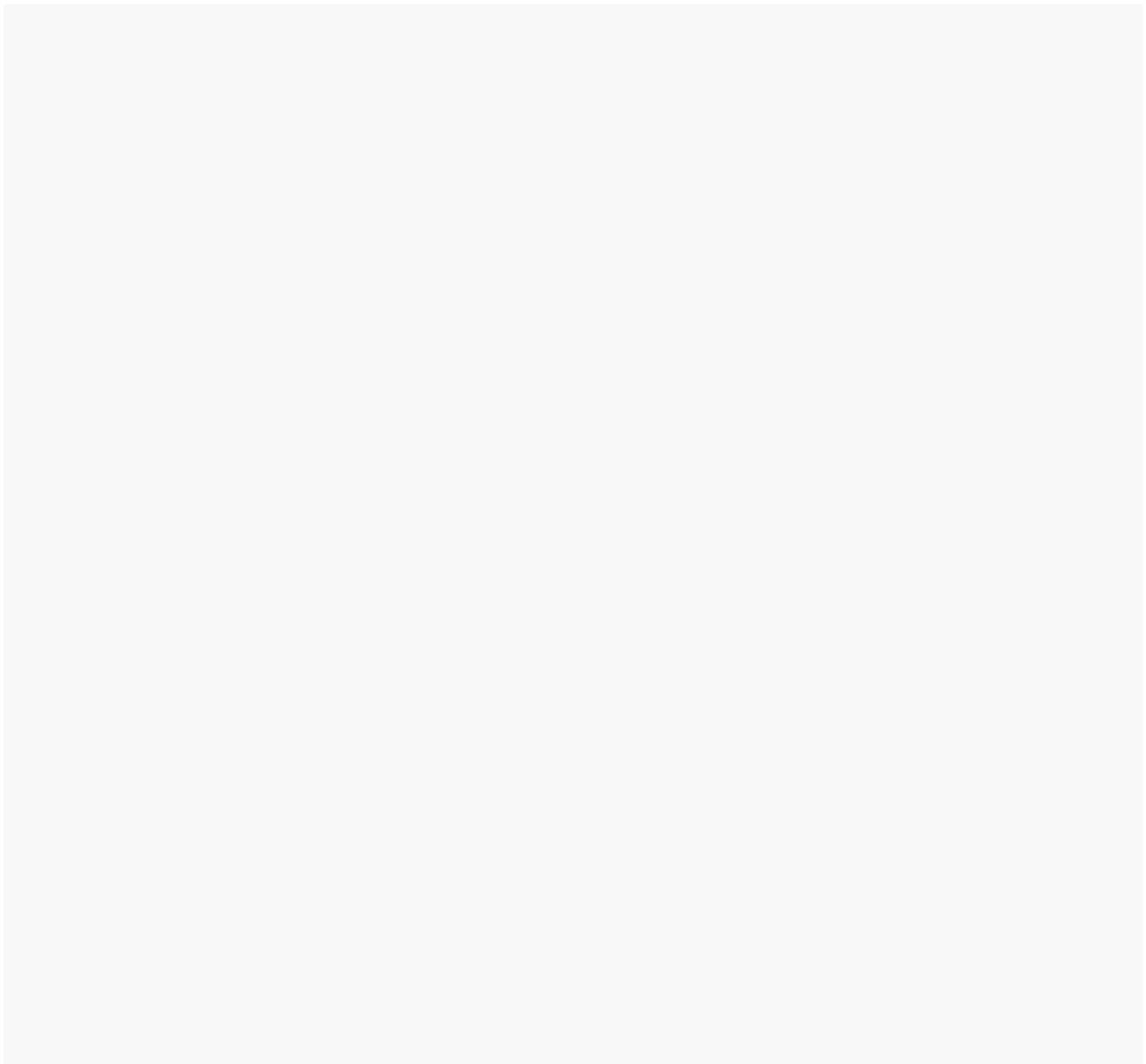
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Ms. Ramsay-Levi was most recently design director at Louis Vuitton, where she acted as creative director Nicolas Ghesquire's second-in-command. The designer fills the role left vacant after Clare Waight Keller opted out of renewing her contract with Chlo.

New direction

Ms. Ramsey-Levi has worked with Mr. Ghesquire over a decade, having worked with him at Balenciaga prior to Louis Vuitton. At Vuitton, she acted as a liason between the creative director and lower level designers.

At Chlo, Ms. Ramsay-Levi will oversee all ready-to-wear, accessories and leather goods collections. The designer will take over April 3, with her first runway collection debuting in September during Paris Fashion Week.



I AM VERY HONORED AND HAPPY TO BE APPOINTED CREATIVE DIRECTOR AT @chloe THIS MORNING CAN'T WAIT TO START! I THANK EVERYBODY WHO MADE THIS POSSIBLE ??

A post shared by Natacha Ramsay-Levi (@nramsylevi) on Mar 10, 2017 at 1:18am PST

For Chlo, which has been known for bohemian, romantic designs, the addition of Ms. Ramsay-Levi may usher in an aesthetic shift. The designer is known for her modern garments that often incorporate leather.

Ms. Waight Keller had been creative director since 2011. The designer's last collection for the house was autumn/winter 2107, presented on March 2.



Backstage at Chlo's fall/winter 2017 show

When her contract was up in March, she opted not to renew.

While Ms. Waight Keller's family moved from London to Paris at the beginning of her time at Chlo, they moved back to London in June. It is likely that the designer, who had been commuting back and forth from Paris, is looking to spend more time at home with her three young children.

Chlo is Richemont's most profitable fashion label, with sales estimates for the brand reaching around 400 million euros, or \$417 million at current exchange rates ([see story](#)).

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