

APPAREL AND ACCESSORIES

Chloé hires creative director from Louis Vuitton

March 10, 2017



Chloé spring/summer 2017

By STAFF REPORTS

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

[Sign up now](#)

Luxury Daily

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

New direction

Ms. Ramsey-Levi has worked with Mr. Ghesquière 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 Chloé, 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.



For Chloé, 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 Chloé'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 Chloé, 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.

Chloé 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](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.