

FRAGRANCE AND PERSONAL CARE

## Chlo fragrances turn 10 with Haley Bennett campaign appointment

May 22, 2017



*Chlo Love Story Eau Sensuelle fragrance*

By STAFF REPORTS

French fashion house Chlo is celebrating a decade in the fragrance category with the introduction of a new ambassador.

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Launched by then-creative director Hannah MacGibbon, Chlo's fragrances are a license of Coty Inc. and now include five perfumes. Past ambassadors for the Richemont-owned apparel brand's fragrances include Dree Hemingway, Camille Rowe-Pourcheresse, Clemence Poesy, Chlo Sevigny, Anja Rubik and Suvi Koponen ([see story](#)).

The newest Chlo Girl

Chlo's latest ambassador for its fragrance pillar is American actress Haley Bennett. The 29-year-old actress has been in recent films such as "The Girl on the Train" and a remake of "The Magnificent Seven."

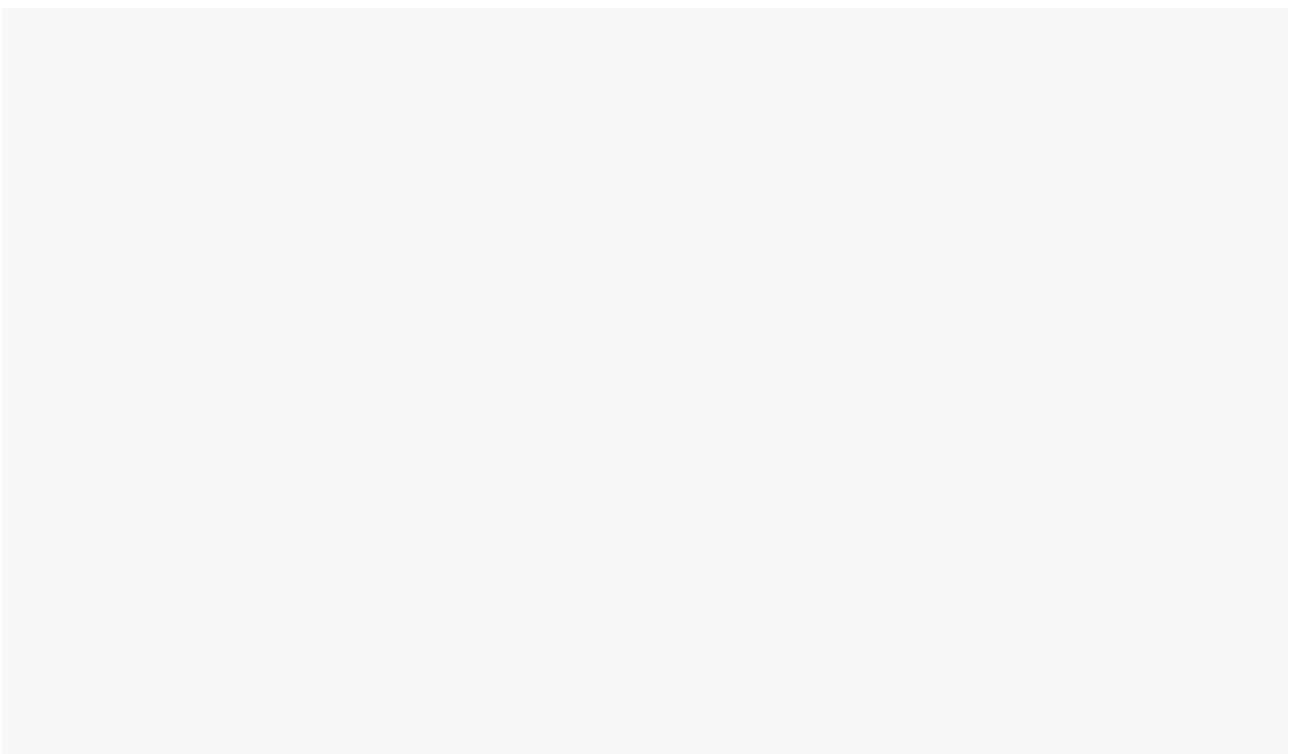
Ms. Bennett is the latest it-girl to be selected as the embodiment of a "Chlo Girl." The brand, which has a bohemian free-spirited vibe, avoids logo fatigue by positioning the Chlo Girl mindset and aesthetic as a brand identifier ([see story](#)).

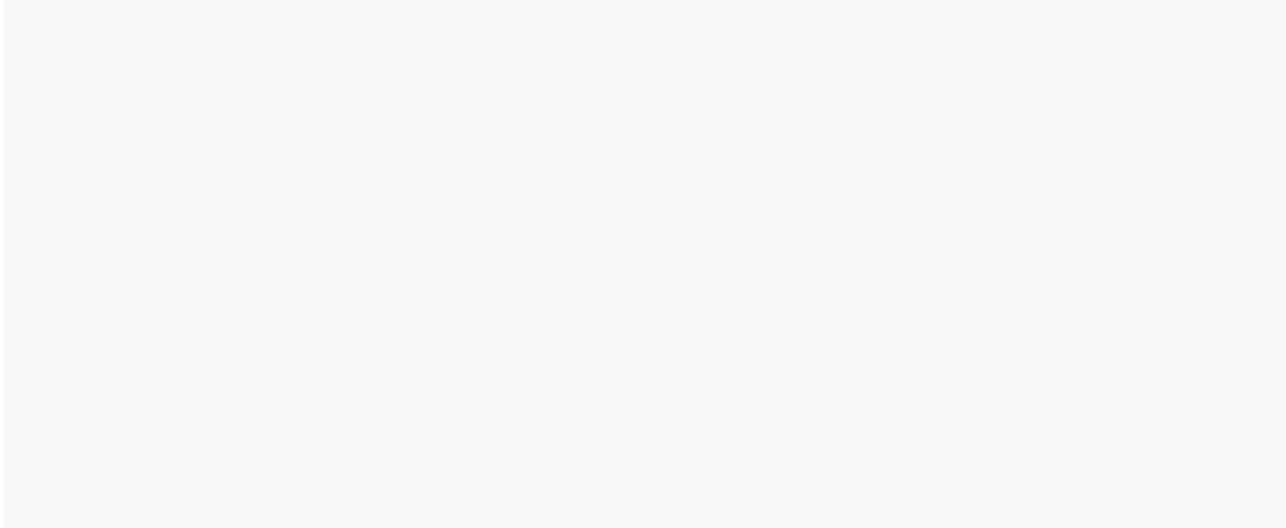


*Haley Bennett for Chlo fragrances*

Ms. Bennett took to her personal Instagram to let her fans in on the news, sharing a portrait of herself dressed in a light pink Chlo blouse. In the two posts following, Ms. Bennett took time to stage photographs of Chlo fragrance bottles in different scenarios.

The first shows a monogrammed "HB" Chlo bottle on a vanity table next to a Drew handbag and pair of Chlo sunglasses. The second shows the same monogrammed fragrance next to a plate of macarons.





A touch of glamour to work amongst @chloe

A post shared by Haley Bennett (@halolorraine) on May 22, 2017 at 8:32am PDT

As of press time, Chlo has yet to shared details of its newly inked relationship with Ms. Bennett, but a 360-degree campaign is expected for fall.

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