

APPAREL AND ACCESSORIES

## Chlo paints portrait of London life through girl gang

June 16, 2017



Semaine's "The Full English" for Chlo. Image credit: Semaine

By SARAH JONES

In honor of its newly opened London boutique, fashion label Chlo is proving that its free-spirited ambassadors extend beyond its native France.

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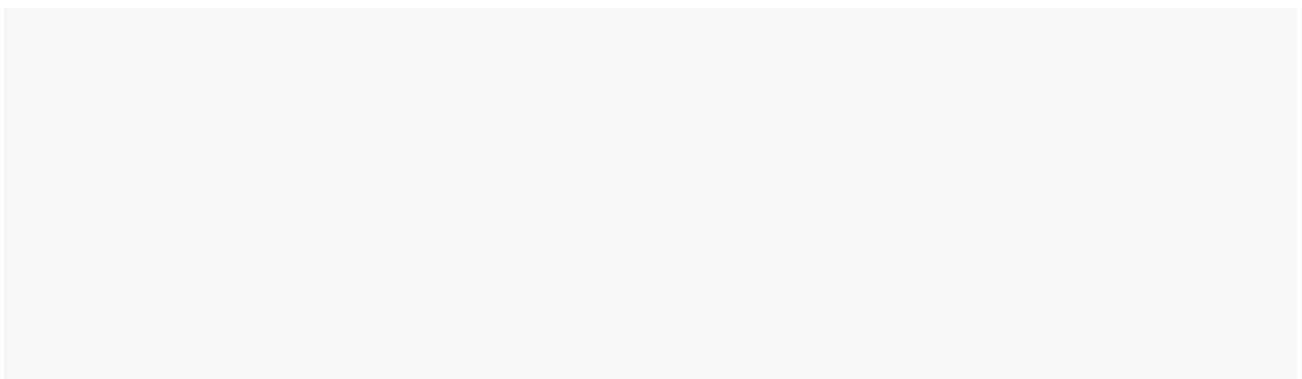
The short film "The Full English" depicts chance meetings at a London greasy spoon following a night of partying, with actors portraying the range of women who could all be considered "Chlo girls." Beyond serving as a promotion of the brand's increasing presence in the British city, this effort serves as a guide to living a Chlo lifestyle in London.

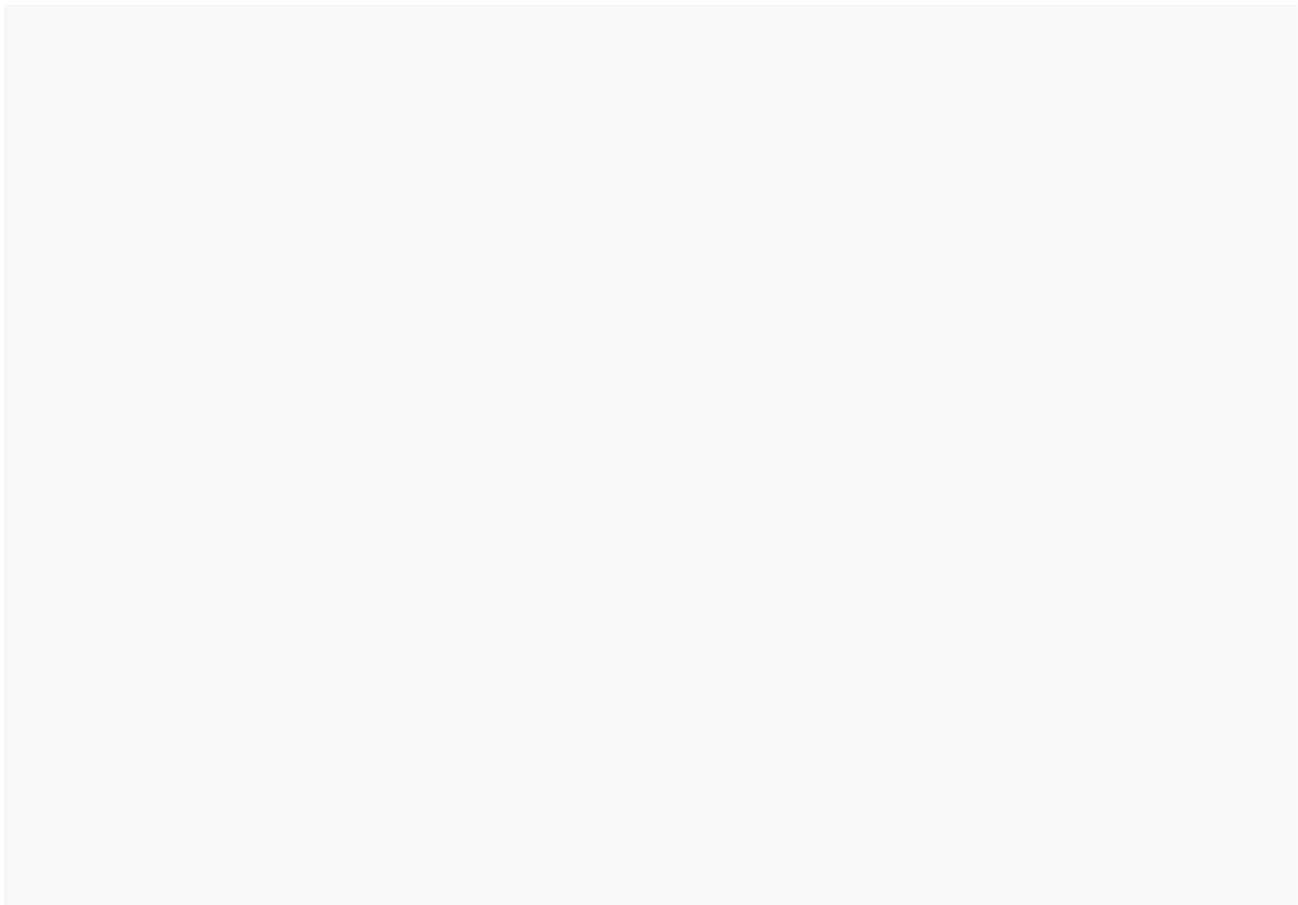
Chlo was reached for comment.

London calling

Chlo's content was developed in partnership with Semaine, a platform that combines editorial and ecommerce. Each week, the online magazine features a tastemaker's picks.

For its collaboration, the Chlo girls turned tastemakers, sharing seven days' worth of inspiration.





This week @semaine\_online and @chloe have something absolutely eggcellent to share with you. You're not going to want to miss it, or else you may end up with egg on your face... or maybe a face made out of eggs... who knows. #chloeGIRLS #thisweekonsemaine

A post shared by Semaine (@semaine\_online) on Jun 14, 2017 at 1:56pm PDT

Leading off the content was a short film directed by Sophie Edelstein and starring actress Anna Brewster, blogger Camille Charrire, singer-songwriter Izzy Bizu and artist Christabel MacGreevy.

At the start, two friends are seen ordering breakfast at a casual caf. While one asks for a simple order, the other makes multiple substitutions to achieve the traditional English breakfast.

The pair discuss their previous night, with the one complaining that someone at their party distracted her by singing. During their back and forth, the same woman bursts into song at another table in the restaurant.

Despite the woman's efforts to hide, the singer notices the duo and greets them on her way out of the caf. The trio exchanges niceties, including some compliments and boasting, such as one of the women saying she was filmed "60 times" by a blogger at the event.

This same woman is explaining the mysterious influencer to her friend when she realizes that she too is in the caf. Again she ducks to avoid interaction, but she fails.

The social media maven strides up to them and introduces herself, even though they met the previous night. More enthused to broadcast their newfound acquaintance on social media than the pair of friends, she snaps a selfie with them in the background.

Finally, with their chance encounters seemingly over, the friends dig into their breakfasts.

*"The Full English" in collaboration with Semaine.*

In addition to the film, Semaine has created other content surrounding London through the Chlo lens.

Ecommerce features include shoppable links to Chlo fashions and lifestyle items such as a coffeemaker or hair styling wand.

Semaine also quizzes the actresses about their partying habits and teaches readers how to cook their own English breakfast.



*Chlo's New Bond Street store. Image credit: Chlo*

Chlo's new boutique is in the West End of London at 143 New Bond Street, bringing the brand's total doors in the city up to two.

### **Opening line**

While simply sharing the news about new boutiques to a social media audience acts as an alert, a number of brands have gone beyond a flat post to celebrate an opening.

For instance, Italian jeweler Bulgari is giving consumers a first look at its newly reopened London store through an artsy film.

Hosted on content platform Nowness, Bulgari's video stars architect Peter Marino, who takes the viewer through some of his choices made when designing the space. Bulgari is making a concerted effort to include its global followers in the opening through social content, allowing them to be part of the milestone regardless of their physical location ([see story](#)).

Also, in 2017, Longchamp plans to open four new flagship stores and has created an Instagram campaign, themed as if it were a travel diary, to mark each opening. The [#CollectingParisianMemories](#) effort will help Longchamp share its brand happenings in an interesting format that will tell about its new boutique as well as the store location's link to Paris ([see story](#)).