

APPAREL AND ACCESSORIES

Chlo invites customers behind-the-scenes in new cultural space

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Chlo's new cultural space in Paris. Image credit: Chlo

By DANNY PARISI

French fashion house Chlo is opening a space in Paris to be used for cultural events and museum-like exhibitions dedicated to the history of the brand.

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Since its founding in 1952, Chlo has had a long and interesting history and worked with numerous high-profile names in the fashion world. Now, Chlo enthusiasts will be able to gather and view the brand's history up close at a location in the heart of Paris.

Behind the curtain

Richemont-owned Chlo has been headquartered in Paris since its founding in the 1950s by Gaby Aghion. Since then, the brand has called Paris its home and was one of the pioneers of the ready-to-wear style.

Over the years, Chlo has worked with a wide variety of talent including big name celebrities such as actress Marion Cotillard.

To celebrate that long legacy, the house has unveiled a new cultural space, dubbed Maison Chlo, in Paris dedicated to hosting events and exhibitions related to fashion, art, culture and the history of Chlo.



Femininities - Guy Bourdin. Image credit: Chlo

The space is located at 28 rue de La Baumme in the middle of Paris and will host its first major exhibition this month.

Starting July 4 and running until Sept. 6, Chlo's new space will present "Femininities Guy Bourdin." The exhibition will focus on the theme of femininity and the many ways it is expressed through designs, images, photographs and documents relating to iterations of Chlo designs throughout the years.

Many of the designs on display come from designer Karl Lagerfeld, who began working with the brand in 1966. Many of the items displayed come from photographs from celebrated fashion photographer Guy Bourdin.

A deeper relationship

By opening its doors to customers, Chlo is setting a precedent in involving those customers more in the creative process, giving them a glimpse behind the curtain at how the brand creates its clothes.

This is a growing trend in the fashion world, with many brands opening up their workshops and spaces to let customers in.

Italian fashion house Fendi, for instance, is giving its home furnishings their own retail environment with the opening of its first Fendi Casa flagship.



Femininities - Guy Bourdin. Image credit: Chlo

The dedicated Fendi Casa boutique is located on Milan's via Montenapoleone nearby to Fendi's fashion boutique. Opened to coincide with Salone del Mobile, the 4,300-square-foot store allows Fendi to showcase its brand story through a different product category ([see story](#)).

Similarly, Gucci's brand museum in Florence has dedicated two of its rooms to former creative director Tom Ford, looking back on the way in which the designer brought the label into the 21st century.

Mr. Ford is credited with imbuing Gucci with a provocative look, and these spaces celebrate that, with sensual dcor surrounding the designer's ready-to-wear and accessories. These museum additions are something of a personal tribute, as Gucci's current creative director Alessandro Michele was hired by Mr. Ford to join the brand in 2002 ([see story](#)).

As more fashion houses open physical spaces, the relationship between brand and customer is beginning to have more room to grow. Chlo's new cultural space in Paris is an excellent example of how fashion brands can give customers an inside look at the inner workings of the fashion world.