

FRAGRANCE AND PERSONAL CARE

## Chlo evokes free spirited lifestyle with latest vignette

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*Haley Bennett stars in Chlo's latest film. Image credit: Chlo*

By BRIELLE JAEKEL

French fashion house Chlo looks to an actress as its muse for a vignette that embodies the free spirit of the Chlo Girl on a desert road.

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Haley Bennett is the face of the fashion house's latest fragrance campaign, which looks to embody a woman on "her unique path and owning her destiny." Through the freedom of a convertible, Chlo depicts a life of independence through film and photography.

I am Chlo

Set to the free spirited but relaxed sound of the song "Gimme All Your Love" by Alabama Shakes, the actress is shown driving through the dessert with her blouse and hair blowing in the wind.



*Haley Benette is the new Chlo muse. Image credit: Chlo*

Ms. Bennett stops at a cross roads, before raising her scarf in the air and watching it dance in the wind. The actress then takes a left, driving toward the mountainside while smiling.

The actress plays with her hair while drive then suddenly and quickly slams on her breaks. A bottle of Chlo Absolu De Parfum, the fashion house's recently debuted scent, launched 10 years after its first perfume release, falls off the dashboard and she safely stashes it away in her bag.

Again, Ms. Bennett waves her scarf in the wind before turning off the road quickly onto a beaten path. She drives through a cornfield, sending dust into the air and holding her scarf high above her head.

Eventually, the actress makes it to an ocean's shore where she drives the car carefree around in circles in the sand. Ms. Bennett continues to let the scarf wave in the breeze until throwing it in the air entirely.

Standing by the ocean she exclaims, "I am Chlo."

*Chlo's new video for its scent*

Chlo campaigns

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

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 are able to gather and view the brand's history up close at a location in the heart of Paris ([see more](#)).

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

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 ([see more](#)).

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