

APPAREL AND ACCESSORIES

## Chlo unlocks door to enchanting cottage with fairy tale

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*Chlo has teamed with MyTheresa on content. Image credit: MyTheresa*

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By BRIELLE JAEKEL

French fashion house Chlo is beginning a new chapter of a fairy tale through a partnership and unique narrative.

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"Runaway Baby" is the new film series from Chlo made in partnership with mytheresa.com, created by a rising filmmaker. The story of a girl entering an enchanting but seemingly abandoned cottage is told in video chapters to tout an exclusive collection for mytheresa.com.

"The benefit of this short form video for Vestiaire Collective's Chlo line is the warmth of the video with an added aire of fun, intrigue and mystery to draw in the consumers' interest, allowing the brand to introduce the seasons color scheme with the line," said Marci Troutman, CEO of SiteMinis.

"With close to 900,000 followers on Facebook and a decent presence on other social outlets, this type of video is shareable and has the potential for becoming viral with short clips that could segue into additional shorts to show more of the line, and continue the story," she said.

Ms. Troutman is not affiliated with Chlo, but agreed to comment as an industry expert. Chlo was reached for comment.

Chlo and mytheresa.com

Filmmaker Lola Bessis worked with Chlo to create three one-minute short films that act as separate chapters of fairytale-like story.

Models Klara Kristin and India Menezes are the talent for piece. Ms. Kristin plays Chlo, a writer donned in over sized glasses and a large knit sweater from the brand.

In the first chapter, she looks for a quiet place to write and finds a small cottage in the woods. The young woman knocks on the door asking if anyone is there.

As Chlo walks into the seemingly empty house, a voice narrates the story. The writer continues to step further into the house, as the door slams shut behind her.

A fire in the fireplace glows as the narrator explains that, "the interior was chic and welcoming." The voice explains that a local legend says that an elegant but mysterious woman owned the home, but she had vanished one day leaving the fire burning.

Chlo continues to walk around the cottage, looking at all the chic decor and interior. The narrator explains that no one knows what happened to the woman who inhabited the home, as Chlo begins to look through the closet.

"At last Chlo felt like settling down and trading her car seat for a comfy bed," says the narrator, "And soon she'd hit the road again."

But as the young woman begins to try on clothes from the closet, someone appears behind her, frightening Chlo and ending the first chapter.

*Chlo x mytheresa.com / Runaway Baby (Chapter 1)*

Fashion and fairytales

Similarly, Italian fashion label Max Mara is telling a charming vignette that reveals a magic power in all of us.

A new spot for Max Mara is filmed fairy-tale style, with a young lady telling the story of a woman named Clarissa who was able to create magic using the power of compassion. Max Mara's "A Coat Tale," created with New York Times' T Brand Studio, tells the story of two women and their unfortunate run ins while walking, as each models various apparel from the brand ([see more](#)).

Gucci also recently recounted the whimsical adventures of the animals that work at the Wonder Factory where its Les Marchdes Merveilles jewelry is created.

Through in-store window displays, illustrations shared to Instagram and Web site editorials, Gucci is promoting its Les Marchdes Merveilles fine jewelry collection by taking a fairy tale approach. The Les Marchdes Merveilles collection features rings, charms and pendants in the shape of Gucci animals such as the lion and snake ([see more](#)).

"The one minute storyline like serials back in the day to peak interest make this a unique campaign," SiteMini's Ms. Troutman said.

"Having a series of stories like this can continue to build on each other without interest being lost as well as creating a desire in the consumer to watch the next video in the continuing plot," she said.

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