

APPAREL AND ACCESSORIES

Chlo struts, steps and sits for Natacha Ramsay-Levi debut

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Video still of Chlo's spring/summer 2018 campaign. Image credit: Chlo

By STAFF REPORTS

French fashion house Chlo is introducing its new creative director's debut campaign for spring/summer 2018 in seven takes.

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Natacha Ramsay-Levi was appointed as Chlo's creative director in March, after it was announced that Clare Waight Keller had opted out of renewing her contract with the Richemont-owned fashion house. At the time of her appointment, Ms. Ramsay-Levi worked at Louis Vuitton as design director, where she acted as creative director Nicolas Ghesquire's second-in-command ([see story](#)).

Take that

Ms. Ramsay-Levi started at the Parisian house April 3, and her first collection for Chlo was presented in September during Paris Fashion Week.

Now, to introduce the collection on a wider scale, Chlo has created a video campaign featuring nearly a dozen models dressed in pieces from Ms. Ramsay-Levi's first collection.

Directed by Steven Meisel, the spring/summer 2018 campaign begins with a gang of Chlo Girls descending the stairs of a stately building. The women walk with determination and quickly as they head away from the building.

Next, the screen flashes to all white with black text reading, "Take Two." In this scene, a model sits on a flight of stairs with a dog on her lap, as the other Chlo Girls walk up and down passing her.



Chlo's spring/summer 2018 campaign, video still. Image credit: Chlo

In "Take Three," three Chlo Girls sit on the steps chatting, but instead of the others walking around them, the women walk through their conversation. At one point, a passerby brushes the arm of one of the seated Chlo Girls, causing her friends to raise an eyebrow in curiosity.

"Take Four" focuses on the footwear included in the spring/summer 2018 collection. The gang of Chlo Girls are only shot from about the knee down to accentuate their shoes as they walk the stairs.

For "Take Five," Chlo's models hurry pass one another on the staircase, similar to the way commuters hurry through a busy transit station.

Chlo's "Take Six" brings the puppy back into view. The Chlo Girl sits with the dog on her lap, trying to soothe him as he wants to wiggle away.

In the seventh take, two Chlo Girls are shown in close view, letting one's sunglasses and the other's jewelry be seen clearly. The models look into the distance, but the viewer is not shown what the Chlo Girls see.

Chlo spring/summer 2018 A film by Steven Meisel

Models featured in Chlo's spring/summer 2018 campaign include Sophie Koella, Rianne Van Rompaey, Radhika Nair, Fran Summers, Jing Wen, Alex Mark, Eliza Cummings, Hayett McCartney, Line Kjaergaard, Makala Johnson and Chalene Hogger. Casting was handled by Ashley Brokaw.

Hair and makeup was executed by Guido Palau and Pat McGrath, respectively.

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