

FRAGRANCE AND PERSONAL CARE

Chlo bottles freedom, "feeling of escape" in Nomade fragrance

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Ariane Labeled for Chlo's Nomade fragrance. Image credit: Coty

By STAFF REPORTS

French fashion house Chlo is embodying all the world's possibilities in its latest fragrance.

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Together with licensee Coty, Inc., Chlo has developed the Nomade fragrance, which will be promoted by a campaign effort starring the latest "Chlo Girl," French actress Ariane Labeled. As with much of Chlo's marketing and imagery, the fragrance itself and the accompanying campaign evoke a sense of liberation, free spiritedness and effortless elegance.

"Ariane combines different cultures and displays multiple talents," said Geoffroy de la Bourdonnaye, CEO of Richemont-owned Chlo, in a statement. "She loves to cross new frontiers and encounter the world.

"Her natural grace and striking beauty make her the perfect Chlo Girl, joyfully confident and daring," he said.

The smell of freedom

The latest Chlo fragrance, Nomade, is currently exclusive to LVMH-owned beauty retailer Sephora's Web site, before a worldwide launch in-store come March.

Developed by perfumer Quentin Bisch, Nomade has notes of oak moss, mirabelle plum and freesia to create a "the feeling of escape"

For the bottle, Chlo drew inspiration from the popular Drew handbag style, sharing the purse's O-shaped curves. The glass is a rosy beige, allowing light to filter through while the cap is sealed with a flowy pink ribbon and knot.

Chlo selected Ms. Labeled as the incarnation of the nomad woman, who is an "adventurer with countless horizons."

"The woman depicted in this new campaign is free-spirited, strong and adventurous," Ms. Labeled said in a statement. "She takes on the world, its beauty and is curious about everything it has to offer. In that sense she is very inspiring to me."



Chloé Nomade fragrance is exclusive to Sephora. Image credit: Coty

To shoot the campaign, Chloé and Ms. Labeled traveled to Rajasthan where she was photographed by contemporary artist Ryan McGinley. A film component, directed by Fleur Fortune, was also shot on site in Rajasthan.

The resulting imagery shows Ms. Labeled with her hair in the wind, her face strewn with colors of the sunrise. In the campaign, it is Ms. Labeled's freedom of movement that reflects her "nomadic identity" and that she "sees herself in the eyes of the world."

Simona Cattaneo, CMO at Coty Luxury, said, "With this fragrance, we are exploring a new territory and introducing new facet of the Chloé woman's personality.

"Spontaneity, openness to the world and freedom are the values she lives by, and Ariane is the quintessence of this new Chloé woman," she said. "We could not be prouder to count her as a our new spokesperson."

In other fragrance campaigns, Chloé has evoked a free-spirited lifestyle that shows a Chloé Girl on a unique path and owning her destiny.

The latest, for Chloé Absolu De Parfum, a scent released to celebrate 10 years since the brand first launched a fragrance, featured actress Haley Bennett driving through the desert to Alabama Shakes' "Gimme All Your Love," while her hair and blouse blow in the wind ([see story](#)).

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