

FRAGRANCE AND PERSONAL CARE

## Chloé takes viewers on a desert road trip in Nomade campaign

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*Ariane Labeled is the face of Chloé Nomade. Image credit Chloé*

By DANNY PARISI

Richemont-owned Chloé is taking its new Nomade fragrance on the road in a travel-themed advertising campaign.

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The campaign follows a woman, Chloé muse Ariane Labeled, as she travels across California from Los Angeles to Palm Springs. A separate campaign film sees Ms. Labeled exploring South Asia, emphasizing the roaming, globetrotting inspiration for Nomade.

Nomade

Chloé's Nomade fragrance, as its name implies, is meant to invoke a sense of restless thirst for travel and adventure.

The surrounding campaign materials have highlighted this effect thanks to a focus on traveling around the world to exotic locations and meeting new people.

For the social aspect of this campaign, Chloé tapped its muse, French actress Ms. Labeled, to star in a series of Instagram posts chronicling a road trip across California.

The first post in the series is a video of Ms. Labeled exploring the desert, while subsequent posts show her meeting with other women and further exploring California's scenic but desolate expanses of arid landscapes.

She meets up with indie rock band Warpaint, and the group performs outdoors in the sunlight surrounded by palm trees.

Embedded Video: <https://www.youtube.com/embed/TXxbeE8QFz0>

*Nomade*

Eventually, Ms. Labeled arrives in Palm Springs to finish her journey with Nomade.

Simultaneously, Chloé released a similarly-themed campaign film also featuring Ms. Labeled that saw her exploring the exotic locations of South Asia, riding horses and motorcycles, exploring old castles and meeting some of the

locals.

Both campaigns, while set in vastly different areas of the world, evoke the same feeling of restless exploration through repeated visual motifs and similar color palettes.

Globetrotter

Nomade was formerly exclusive to LVMH-owned beauty retailer Sephora's Web site before a worldwide launch in-store this month.

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, Chloé drew inspiration from its 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 ([see story](#)).

Most recently, Chloé introduced its new creative director's debut campaign for spring/summer 2018 in seven takes.

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



*Ms. Labeled in the campaign. Image credit: Chloé*

Now, to introduce the collection on a wider scale, Chloé has created a video campaign featuring nearly a dozen models dressed in pieces from Ms. Ramsay-Levi's first collection ([see story](#)).

The free-wheeling vibe and desert setting are both themes Chloé has explored in previous campaigns. For instance, in October, Chloé recruited Haley Bennett as the face of a campaign, which looked to embody a woman on "her unique path and owning her destiny." Through the freedom of a convertible, Chloé depicts a life of independence through film and photography.

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 desert with her blouse and hair blowing in the wind ([see story](#)).

The same theme of a woman traveling and discovering herself in the desert is continued in the Nomade campaign.