

APPAREL AND ACCESSORIES

Semaine short brings Chlo-clad statues to life

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Chlo is being featured on Semaine. Image credit: Chlo

By SARAH JONES

French fashion label Chlo and retailer Matchesfashion.com are linking with editorial ecommerce site Semaine for a musical film.

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Starring multi-hyphenate performer Kaya Wilkins, "Galatea" tells a surreal story of art come to life. In addition to serving as a marketing push for Chlo's latest fashions, the project is poised to drive sales through Matchesfashion.com's ecommerce site.

Chlo was reached for comment.

Alive art

Each week, Semaine features one tastemaker, offering their take on everything from fashion and film to travel.

The most recent individual featured is Ms. Wilkins, a model, actress and singer who was recently featured in the Joachim Trier-directed film "Thelma."

For Semaine, Ms. Wilkins recorded an acapella version of a song from her upcoming album. The melody serves as the soundtrack to a short film with an eerie plot directed by Zo Le Ber.



Kaya Wilkins wearing Chlo for Semaine. Image credit: Chlo

The film opens in a gallery as a security guard flips a light switch, illuminating the forms of five female statues. Suddenly, the lights flicker and three of the figures burst from their cocoon-like coverings.

One of the women is Ms. Wilkins, who wears a printed suit from Chlo. She begins to sing, and her companions join in, providing harmonies.

The trio retains their statuesque qualities, barely moving as they sing, seemingly serenading the guard. He is entranced by them, but when movers arrive with a dolly, he snaps out of his stupor.

Replaced again by the statues, the film leaves the reality or fiction of the guard's vision up to the viewer.

Galatea presented by Semaine and Matchesfashion.com

On a campaign page, Ms. Wilkins shares her product suggestions, among which are Chlo pieces that can be purchased on Matchesfashion.com. The label is currently promoting the first collection from newly installed creative director Natacha Ramsay-Levi.

In addition to the feature on Semaine's Web site, both Chlo and Matchesfashion.com debuted the short on their own social channels.

Content meets commerce

Content is central to Matchesfashion.com's approach, leading to collaborations and Web site features that engage consumers through editorial.

For instance, Matchesfashion.com has unveiled a new interactive and curated guide called The Style Daily.

The feature combines elements of chatbots, editorial content and online shopping into a unique stream of recommended products. Uniquely, the content provided by The Style Daily is available only through the retailer's mobile application, emphasizing the primacy of mobile in the modern digital landscape ([see story](#)).

Chlo has previously partnered with Semaine, taking on the role of tastemaker.

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

The short film "The Full English" depicted 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 served as a guide to living a Chlo lifestyle in London ([see story](#)).

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