

APPAREL AND ACCESSORIES

Chlo struts street style with new design launch

June 19, 2018



Chlo launches its Sonnie sneaker. Image credit: Chlo

By STAFF REPORTS

Richemont-owned Chlo is entering new territory with a new collection of sneakers created for women.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Bold coloring, a large sole and distinct silhouette are the characteristics Chlo has described its sneakers with for its launch. As street style becomes more popular, the label has jumped into sneaker design with this first line that is available now.

Forward momentum

Chlo's new Sonnie sneaker is available in a mix of designs and colors, such as high top and low top versions and light eucalyptus, sooty khaki and jungle green hues.

The brand has stated that the sneakers are made of calfskin and a mix of materials.

Another sneaker design, Kyle, is also made with calfskin but is available in Nappa lambskin for its original design. The buckled versions of the design are made with semi-shiny calfskin.

The Sonnie sneakers are listed for either 440 pounds, \$579 at current exchange, or 535 pounds, \$704, depending on design. Kyle sneakers are 175 pounds or 265 pounds, \$230 and \$349, respectively.

Chlo is emphasizing the "momentum" of the Sonnie shoe, with a series of content on its social channels.

The Sonnie sneaker: created for a woman who moves through life with forward momentum

Discover the new shoes on <https://t.co/KabHX91pRa> #chloeGIRLS #chloeSONNIE
pic.twitter.com/iYWvw307rg

Chlo (@chloefashion) June 19, 2018

"Created for a woman who moves through life with forward momentum," the label says of the shoes, including a

video of a woman in the shoes dancing and moving around.

The French fashion label recently worked with Matchesfashion.com with editorial ecommerce site Semaine for a musical film.

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 was poised to drive sales through Matchesfashion.com's ecommerce site ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.