

APPAREL AND ACCESSORIES

Chlo creates cyclical narrative of sisterhood for fall

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Chlo's fall/winter campaign takes place on a New York Pier. Image courtesy of Chlo

By SARAH JONES

French fashion label Chlo is establishing a sense of camaraderie around its brand in an advertising campaign that follows a handful of models in an urban setting.

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For fall/winter 2018, the brand captured a group of Chlo-clad models on a pier in New York as they perform a series of repeating actions, meant to instill a feeling of *deja vu*. Chlo's campaign paints a picture of modern femininity and friendship, reflective of the brand's focus on its "girls."

"There's a real strength to the women in this film," said Jasmine Bina, president of **Concept Bureau**, Santa Monica, CA. "They dwarf the New York skyline and reign over a sprawling concrete playground of sorts."

"The *deja-vu* style repetition gives it a kind of dreamy nostalgia, which only underscores the '70s nod in Natacha Ramsay-Levi's designs for the collection," she said.

"The Chlo girl transcends time, age and space. There's a timeless quality here that Chlo is communicating about both its collection and its girls."

Ms. Bina is not affiliated with Chlo, but agreed to comment as an industry expert. **Chlo** was reached for comment.

Chlo clique

Chlo's campaign stars models Sophie Koella, Liu Wen, Rianne van Rompaey, Aaliyah Hydes, Grace Hartzel and Kris Grikaite.

Shot by photographer Steven Meisel, the effort takes place alongside the East River, with Manhattan as the backdrop. On an industrial pier peppered with large-scale paintings, the models take turns in different roles throughout the two-minute film.

To the soundtrack of Empress Of's "Everything is You," one woman rides a bicycle around her friends, while another is seen lounging atop a ramp. Models also strut up and down the ramp, playfully bumping into each other as they pass.

Another piece of the narrative finds one model whispering to another, sharing a secret that is not heard by the viewer. Others pass knowing glances at each other, furthering the feeling of closeness between the effort's faces.

A number of the clips repeat at various points in the video, creating a sense of déjà vu.

Amid the scenes that take place on the pier, the film pans to the skyline across the water, furthering the idea of space.

Along with giving each model a moment in the spotlight, the campaign concept showcases a variety of looks from Chlo's fall/winter 2018 line as the scenes change. The models also instantly change attire in match cuts as they are mid motion, continuing the idea of having been there before.

Chlo fall/winter 2018 campaign

The campaign was art directed by M/M Paris with hair by Guido Palau and makeup by Pat McGrath.

New direction

This marks the second campaign from Chlo creative director Natacha Ramsay-Levi, who joined the brand last March.

Chlo introduced the designer's debut campaign for spring/summer 2018 in seven takes. A video campaign featured nearly a dozen models dressed in pieces from Ms. Ramsay-Levi's first collection.

Also directed by Mr. Meisel, the spring/summer 2018 campaign began with a gang of Chlo Girls descending the stairs of a stately building ([see story](#)).

Chlo believes that the subject meaning the female consumer is more important than the object, according to the brand's president at the Cond Nast International Luxury Conference in 2015.

The label uses a host of adjectives and verbs to describe a "Chlo Girl," ranging from elusive and captivating to bold and kicking, but above all "needs no logo." Just as the brand defines its target consumers, its philosophy emphasizes individuality, especially in the handbag space, which is cluttered by other luxury brands designing pieces that have a similar, often indistinguishable, shape ([see story](#)).

"It's a strong campaign," Concept Bureau's Ms. Bina said. "This isn't about the usual tropes of love, old-world femininity, or sexuality.

"It's about finding your tribe, and right now, that narrative is very resonant with Chlo's audience," she said.