

APPAREL AND ACCESSORIES

Chloé blends 2 modern tactics with new endeavor

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Chloe radio releases in English and French

By BRIELLE JAEKEL

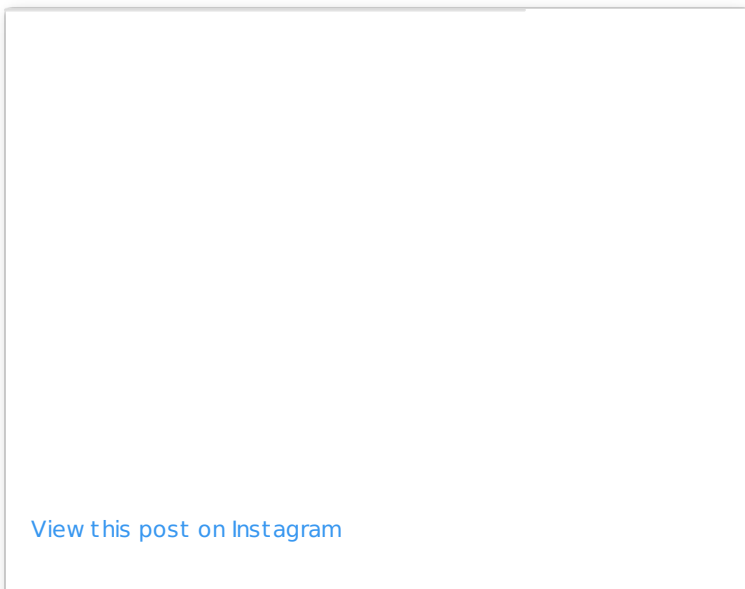
French fashion label Chloé is taking on a new strategy in an effort to keep up with modern entertainment consumption by debuting a different take on podcasting.

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“Chloé Radio,” the first podcast for the brand, is being introduced leading up to its spring 2019 runway show to excite fans. Each episode of the podcast will be timed at about 20 minutes, but what makes this show unique is that Chloé is also leveraging IGTV for the initiative, sharing shorter segments on the video platform in hopes to gain a wider audience.

Chloe Radio

The fashion label promoted the podcast’s launch on its Instagram page, with a short video featuring women speaking on the podcast in French. These clips are paired with footage of the women outside of the studio wearing Chloé pieces.



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Introducing Chloé Radio, a podcast series featuring women who embody Chloé's natural, free-spirited femininity. "To all women, I always say, you must dare." — Gaby Aghion, founder of Chloé, in 1952. The Chloé Radio podcast evokes these words by inviting women who inspire Chloé to share their views, whether personal insights or towards the wider world. Hosted by journalist @ATrapenard, the Paris sessions are being recorded at the Maison de la Radio, a landmark of French radio culture, where Natacha Ramsay-Levi's runway shows now take place. The Paris edition features @C_Poesy_, @HoudaBenyamina, Ariane Labeled, @Isabelle.Huppert, @LeilaSlimanette, and @NRamsayLevi. Gaby Aghion founded Chloé, to give women freedom to dare to be themselves. Subscribe now on Apple Podcasts. #chloeGIRLS #chloeRADIO

A post shared by Chloé (@chloe) on Sep 20, 2018 at 9:16am...

On the Instagram video, Chloé explains that its podcast is based on a statement from its founder Gaby Aghion in 1952, "To all women, I always say, you must dare."

Chloé continues, clarifying that its podcast will be featuring women who inspire the brand, inviting them to share their views.

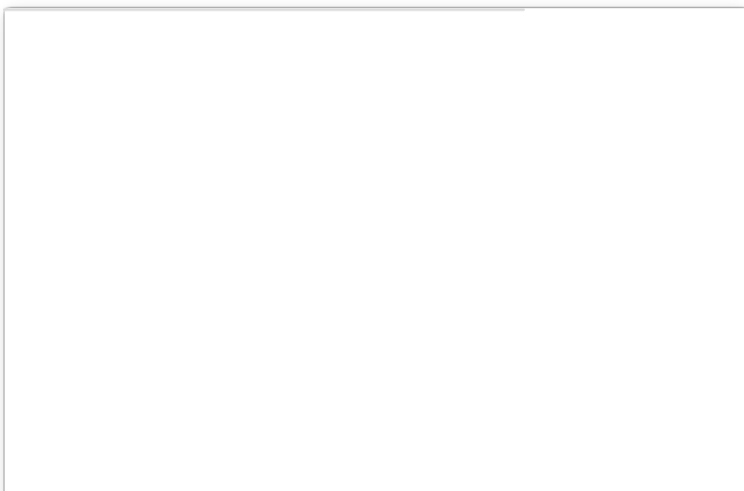
Journalist Augustin Trapenard hosts each of the six episodes of "Chloe Radio," all recorded in the headquarters of Radio France, Maison de la Radio, located nearby the Eiffel Tower in Paris.

The podcast is available for download on Apple Podcasts, as well as in short digestible versions on IGTV.

Chloé Radio is releasing six episodes total, with the last debuting on Sept. 26, the day before Chloé's runway show. Each episode features a different guest, with the first featuring actress Clémence Poésy.

Since the podcast is meant to embody the ultimate representation of Chloé, it is recorded in French. But to appeal to the masses, the show is also released with an English counterpart, featuring translations of the interview.

In this first episode, the actress talks with the host regarding a series of topics such as role models, telling stories and "whether or not aspirations evolve with age."



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A post shared by Chloé (@chloe) on Sep 21, 2018 at 6:47am ...

Luxury and podcasting

Podcasting is becoming a more common tactic in marketing, with brands hoping to establish a significant connection with listeners and establish themselves as an authority on a subject.

Luxury brands are some of the most popular brands taking on podcasting, as its demographic can often be intersected with the podcasting crowd.

Similarly to Chloé, LVMH-owned Champagne house Veuve Clicquot also delved into the history of one of its most influential leaders in an extensive audio narrative.

"The Veuve Clicquot Tales" tells the story of Madame Clicquot, nicknamed the "Grande Dame of Champagne," who took the reins of the brand at an early age and left a mark with innovation and ambition. While most luxury podcasts have centered on interviews with today's movers and shakers, Veuve Clicquot has instead leveraged the format for immersive heritage storytelling ([see story](#)).

Department store chain Barneys New York added entertainment to its repertoire of offerings with a new endeavor.

Barneys has also taken on podcasting with a new series dedicated to a sophisticated, yet lively discussion. Fashion, culture, style and design are all topics covered in "The Barneys Podcast," now entering its second season ([see story](#)).

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