

APPAREL AND ACCESSORIES

Chlo celebrates inner strength, beauty in nostalgic campaign

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Karly Loyce photographed by Joshua Woods for Chlo. Image credit: Chlo

By NORA HOWE

French fashion label Chlo is honoring women's inner strength and confidence in a film series for its spring/summer 2021 campaign.

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The fashion label collaborated with American Paris-based photojournalist and filmmaker Joshua Woods to capture the nostalgic narrative which features model Karly Loyce. The calm and contemplative nature of the film speaks to the elegance and attitude of the brand's spring/summer collection.

"This campaign is able to embody the Chlo brand by focusing on the voices of its audience," said Dalia Strum, founder of [RethinkConnect.com](https://www.rethinkconnect.com) and professor at [The Fashion Institute of Technology](https://www.fashioninstituteoftechnology.com), New York. "It's able to highlight the brand's target market through their memories, wishes and dreams all while wearing Chlo."

Nostalgic narrative

The first 80-second film features Ms. Loyce walking along the rocky beaches of Normandy and through green meadows, reminiscing on her experience growing up near the sea.

The campaign was filmed like a home movie, as if shot on a Kodak Super 8 camera, creating a more intimate and authentic experience. The stillness and tranquility of the film starkly contrasts the level of urgency and tension typically associated with the fashion industry.

Chlo Spring 21 by Joshua Woods

For the campaign, Mr. Woods shot the video and story on the coast of northern France, capturing the reimagined attitude and natural elegance of the spring 2021 collection.

"I wanted to explore Karly's relationship with the sea as she is from Martinique," Mr. Woods said in a statement. "The sea is healing and restorative."

For Ms. Loyce, embodying the Chlo Woman means expressing a singular confidence and inner strength that comes naturally.

"This is a highly nostalgic approach acknowledging that we have the tendency to wear items based on the positive associations we might have had while previously wearing them," Ms. Strum said. "This also provides the desire to hold onto hope for the future and the ability to use our imaginations towards where we will be and the brands we want to be associated with."

Mr. Woods was featured in the *New Yorker* in 2018 for his photographic journal of Senegal, a series connecting the black urban communities of Harlem with Dakar.

In addition to his commercial work with Chlo, Mr. Woods has collaborated with brands such as Hennessy, Lacoste, Alexander Wang and Nike. His portfolio features covers for *AnOther*, *i-D*, *M le Monde* and *DAZED*.

Through his work, the photographer embraces references from multiple facets of culture from music to food to politics. Interconnecting photojournalism with fashion and art, he seeks to ignite the conversation surrounding race, identity and creativity and ultimately encouraging action.



Katy Loyce for Chlo by Joshua Woods. Image credit: Chlo

Chlo creative director Natacha Ramsay-Levi initially debuted the spring/summer 2021 collection in October 2020, staging the show in the courtyard of the Palais de Tokyo. On three massive screens, live footage captured models wearing the collection, scattered around the streets of Paris engaging in normal situations.

The goal behind the collection was to evaluate and define the values of the everyday wardrobe which Chlo provides for its customers.

Emotional storytelling

As consumers become more interested in the stories and ethics behind the brands they support, brands across all sectors have started adapting to a more emotionally-driven landscape particularly in light of the COVID-19 pandemic.

British fashion house Stella McCartney unveiled an emotional documentary series to honor women with breast cancer during Breast Cancer Awareness month in October.

Shot during the lockdown by Pulitzer Prize-winning photojournalist Lynsey Addario and the filmmaker Alice Aedy, in "A Letter to My Loved Ones," a group of British women diagnosed with the disease revealed their stories through a series of vignettes. The release of the film and photos underlines Ms. McCartney's commitment to battling the disease, which took her mother Linda ([see story](#)).

LVMH-owned French cognac brand Hennessy revealed some of the beneficiaries of Unfinished Business, a program dedicated to providing immediate relief and long-term support to Black, Asian and Latinx small-business

owners across the United States.

Black, Asian and Latinx business owners have had to overcome great obstacles in their paths to success and in the era of COVID-19, these individuals are fighting harder than ever against a range of inequalities that stand in their way. Through Hennessy's Unfinished Business initiative, these businesses have the opportunity to receive urgent funding and access to vital resources ([see story](#)).

"Brands need to connect with their clientele on an emotional level so that when the consumers are ready to purchase, those brands are top of mind," Ms. Strum said. "These nostalgic approaches will continue to increase to maintain those types of connections and drive relevancy for these brands."

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