

APPAREL AND ACCESSORIES

## Chlo recruits Gabriela Hearst as new creative director

December 7, 2020



*Gabriela Hearst succeeds Natacha Ramsay-Levi as creative director. Image credit: Gabriela Hearst*

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By LUXURY DAILY NEWS SERVICE

French fashion label Chlo is appointing Uruguay-born New York-based designer Gabriela Hearst as its new creative director.

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As sustainability has become a talking point for many brands, Ms. Hearst's appointment solidifies Chlo as one of the most environmentally minded luxury goods companies in the industry. Ms. Hearst's approach to fashion and vision of a more responsible industry mirrors the values and sense of commitment of the Chlo brand.

"I am grateful for an opportunity at such a beloved brand as Chlo," Ms. Hearst said in a statement. "I am thankful to Natacha Ramsay-Levi and all the other extraordinary designers that have come before her and helped build on the purposeful vision of Gaby Aghion.

"I am excited for the opportunity to work under the leadership of Riccardo Bellini and support him in his commitment to create a business that is socially conscious and in balance with our environment," she said. "I am also humbled to be able to work with the Chlo team to help execute this beautiful vision in creative and accountable ways."

New era for Chlo

In 2017, the designer won the International Woolmark Prize for women's wear and was named the American Womenswear Designer of the Year at the CFDA Fashion Awards in September 2019.

Ms. Hearst's first runway show for fall 2017 was produced to have as little an environmental impact as possible and, since then, her commitment to sustainability has grown stronger. The designer sources dead stock materials, opts for eco-friendly fabrics like linen and chooses recycled yarns whenever she can.



*Gabriela Hearst Women's spring 2021 Collection. Image credit: Gabriela Hearst*

Chlo's new business model hinges on social sustainability with a particular focus on the advancement and empowerment of women, in addition to environmental responsibility.

"We're moving from a phase of collections to a phase of connections," said Riccardo Bellini, chief executive officer of Chlo, in conversation with [Women's Wear Daily](#). "Doing collections is not enough anymore.

"How you connect with your audience, how you nurture that connection, how you grow that connection is a continuous process of exploration today," he said. "What a brand stands for, its beliefs and values, will become as relevant as products and aesthetics."

Mr. Bellini's plans include creating a social profit and loss account for the brand's social and environmental performance; establishing an "impact fund" dedicated to girls' education; creating an advisory board of experts to guide the company and hold it accountable and incorporating social entrepreneurs into its supply chain.

Ms. Hearst will continue to design the Gabriela Hearst line and plans to divide her time between New York and Paris. Her first collection for Chlo will be presented next spring.

In 2019, luxury group LVMH made an investment into fashion label Gabriela Hearst, which will support the brand's global growth.

While the terms of the deal were not disclosed, LVMH Luxury Ventures is said to have put a minority investment into the luxury ready-to-wear brand. The investment is one of many LVMH has made recently in sustainable initiatives, as the brand focuses on sourcing materials knowing where they have come from and who has made them ([see story](#)).

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