

APPAREL AND ACCESSORIES

## Maison Atia's Chloe Mendel: Luxury Woman to Watch 2022

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By LUXURY DAILY NEWS SERVICE

*Luxury Daily* annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

Here is one honoree:



Chloe Mendel

Cofounder/creative director

**Maison Atia**

Chicago

*"We are honored to be able to be 100 percent sustainable while not sacrificing our high standards for luxury and quality"*

What do you most like about your job?

I love making beautiful garments that I am truly proud of from the ground-up.

Integrity is super important to me. We are a sustainable luxury brand, whose DNA is rooted in faux fur, and with a core charitable mission to rescue homeless pets across America with every coat sold. How cool is that?

What is the biggest challenge in your work?

Knowing when to stop.

When you love what you do, the line between work, home and life is blended and blurred. I am always challenging myself and sometimes need to take a step back and enjoy the moment.

What is your work priority for 2022?

Expanding our brand reach beyond the U.S.A.

What is your proudest achievement in luxury?

Marking 2021 as the year for our brand to be 100 percent sustainable moving forward. It has been a goal of ours since day one and we are honored to be able to be 100 percent sustainable while not sacrificing our high standards for luxury and quality.

Not only are our fabrics made of plants, recycled materials or upcycled/deadstock, we run a unique zero-to-no-waste production model using excess fabric to produce accessories. Any leftover material is then donated to Fab-Scrap, a not-for-profit association based in New York that gives fabric to artists or produces wall insulation with the material left over.

How do you see luxury evolving in 2022?

I see more and more brands caring about their ecological footprint, making critical decisions on how to improve even further.

There is already great technology out there now for materials such as leather made of mushrooms, faux fur made of corn and fabrics made of recycled post-consumer plastics. Sadly, they are not easily accessible for smaller brands committed to being fully sustainable.

While I am certain that these incredible advancements in material development/technology are the future of luxury, I wish that they could be more readily available to young designers.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)

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