

APPAREL AND ACCESSORIES

Chlo x Barbour outerwear melds French flair, British function

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Creative director Gabriela Hearst applies the brand's feminine identity and silhouettes for British heritage brand Barbour. Image credit: Chlo

By LUXURY DAILY NEWS SERVICE

French fashion house Chlo brings its free-spirited femininity to a bastion of British tradition, switching up Barbour's silhouettes for a new collaborative capsule.

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The maison applies its luxury French fashion lens to an English entity offering items of great form and function since 1894. The spring/summer 2023 capsule, a first-time luxury collaboration for Barbour, features ready-to-wear, bags, shoes and accessories, alongside a touch of Chlo's "je ne sais quoi."

The Barbour For Chlo capsule

Chlo's latest capsule sees Barbour jackets trying new-age finishings on for size, placing a more modern spin on the British brand's tightly-held heritage.

Frills rank high among the list of coveted details transferred over by Chlo for the contemporary range. As part of the fused design effort and between all colorways, the brands present four new outerwear forms.



A lifestyle shot frames the Chlo x Barbour capsule's outdoor edge. Image credit: Chlo

First and most similar are the Dani Trench Coat and Dustyn Ruffled Jacket – the former is only offered in "Off Brown," while the latter is up for grabs in the same colorway, plus navy blue "Summer Night" variety.

Featuring a wax cotton canvas fabrication, for which Barbour is best known, styles tout a corduroy collar and a wide

self-fabric belt at the center. Romantic shoulder ruffles balance the utilitarian selection.

Introducing the '@barbour for Chlo' capsule the first time the British heritage brand has collaborated with a luxury Maison.

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Photographed by Julie Greve.

[#BarbourChloe](https://twitter.com/EFx3HVHBUO) [pic.twitter.com/EFx3HVHBUO](https://twitter.com/EFx3HVHBUO)

Chlo (@chloefashion) December 5, 2022

Perhaps the most striking of updates to Barbour's traditional shapes is the Hadrien Long Cape. The Midi-length piece in the brands' navy blue colorway is also wax-coated and arrives with a removable drawstring hood.

The remainder of Barbour for Chlo counts a calfskin boot, silk scarf, cotton canvas bucket hat and semi-wax cotton canvas and calfskin handbag among its inventory.

All capsule items integrate Barbour's signature tartan print.



Barbour for Chlo additionally counts a tall boot, checkered scarf, bucket hat and handbag among its inventory. Image credit: Chlo

Overall, both brands maintain a strong set of respective house codes.

The collaboration's premise had the potential to yield tension for a partner such as Chlo creative director Gabriella Hearst, who worked to refresh long-standing, well-respected styles.

Instead, Ms. Hearst ensured that Chlo customs served solely to enhance the capsule's point of view, rather than restrict it. The designer's interpolated take bodes well with Barbour's practical proposal.

The British brand has displayed particular expertise in producing with produce for over a century, since its founding in 1894.

Sustainable from the start

Having long showcased a continued commitment to responsible sourcing, as well as the use of lower-impact materials and the support of artisans ([see story](#)), the B Corp-certified brand became the first luxury fashion house in Europe to attain the distinction in 2021 ([see story](#)).

Eco-friendliness and a lessened environmental impact remain of great importance to the brand. Thus it would not be a stretch to assume Chlo requires a high level of care among its collaborators as well.

The assumption proves true, as Barbour continues to encourage its audiences to make use of their purchases well after its exterior wax fades.

Barbour's instructional video ensures that owned items continue to perform at the highest level possible.

Upon making its way from maison to MatchesFashion for an exclusive prelaunch beginning last Friday Barbour for Chlo is otherwise now available for purchase in Chlo boutiques, and at both chloe.com and barbour.com campaign content received the following comment from Instagram user @sartorialchoices: "I love all the pieces but the price point is just unfeasible. "

Indeed, price points for Chlo x Barbour land on the higher end, ranging from \$490 for the bucket hat and \$ 620 for the printed scarf to \$3,650 for the handbag.

However, the long-lasting, durable coats are sure to fare well when considering one of sustainability's key pillars. Those who make long-term use of the capsule's items, as wearers of Barbour timeless styles created with circularity in mind tend to, continue the crucial cycle of being rewarded in cost-per-wear.

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