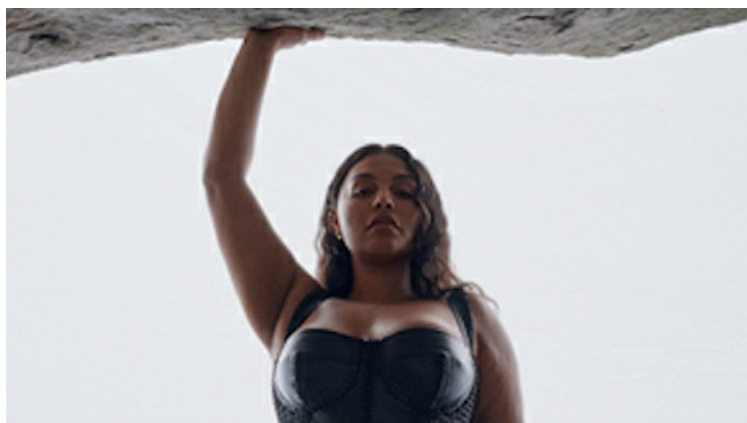


APPAREL AND ACCESSORIES

Chlo casts changemaker in spring 2023 campaign

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American model Paloma Elsesser stars in the nature-conscious spring 2023 campaign. Image credit: Chlo

By AMIRAH KEATON

French fashion house Chlo is submitting an ode to nature with a new collection, opting for a cast of changemakers who embody brand values to try said clothes on for size.

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Creative director Gabriela Hearst continues to express both house codes and a larger commitment to environmental and social impact for the house's latest. Therein, Chlo uses lower-impact materials, incorporating partnerships with independent artisans and throwing a cast of conscious campaign stars into the mix, bringing the spring/summer 2023 collection to life.

Sustainability for spring

Ms. Hearst's nature-conscious sartorial effort sees to it that silhouettes are reimagined and garments rematerialized.

Per usual, Chlo's ready-to-wear assortment takes a sustainable approach.

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Standout ready-to-wear selections include corseted dresses in leather with hand-knotted macram details, broderie anglaise dresses in organic cotton, circular denim wear and merino shearling jackets. For those natural resources that are indeed used, craftsmanship and quality materials come first.

One look features a Nappa leather shirt and skirt set in viscose made of ramie, a flowering plant of eastern Asian origin.

Another, this one worn by American model and force all-her-own Paloma Elsesser, results from a 15-year partnership between the maison and WFTO-certified, Madagascar-based social enterprise [Akanjo](#). Made by local artisans, the hand-crafted white wool and linen natte dress she wears features hand-braided ribbon embellishments.

Accessorial silhouettes are also reimagined for spring.

Chlo's classic Woody bag also the subject of a philanthropic collaboration ([see story](#)) is redesigned for spring 2023, now inclusive of new hardware, textural embroidery, recycled materials, ribbons and, according to the brand, tiger's eye for confidence and strength.

Additionally, the season happens to mark one year since Chlo's initial unveiling of the Nama sneaker.

The lower-impact design consists of recycled materials, with the respective components accounting for 40 percent of the shoe's weight.

Even those accessories outside of bags and shoes, typically of lesser focus for luxury brands who tend to license out the items, are approached with a level of concern consistent with the entire collection.

Reaffirming Chlo's commitment to using lower-impact materials, the vintage square frames of the Gayia sunglasses are made from 100% recycled acetate derived from pre-consumer waste a material known as ReAce.

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Chlo (@chloefashion) [December 30, 2022](#)

Airy close-ups and wides where sunlight bounces starkly from angular subjects comprise a campaign lensed by American photographer Zo Ghermer.

Having worked with the likes of Chanel, Dior, Gucci, Herms and The Row, the creative is skilled at her style of capturing women's natural beauty via more simplistic, pared-down shots.

The campaign's creative treatment and characters aptly match the collection featured throughout, as a cast of striking faces and names is equally as powerful as the sustainable threads that bring styles together.

According to Chlo, the spring/summer 2023 collection's design elements are inspired by solar fusions, and the energy created therein, as a climate solution source.

To this point, and interspersed throughout rows of digital content are natural landscapes, stills from the island of Vartiosaari in Helsinki, Finland, executed on behalf of photographer Senta Simond, among them.

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Others include a red-tinted tree, as well as one dressed in the white light of a camera flash, both taken in San Antonio, Spain.

Some campaign imagery slides take form under the cover of canyon ridges. A few of the collection's products are shot solo in front of sunsets.

The synergy of Ms. Hearst's focused perspective, and the nature-conscious clothes she brings to the table, is tangible.

Chlo's spring 2023 collection is now available in stores and on Chloe.com.

Sparing use

Chlo has made a habit of choosing its representatives both individuals and peers wisely.

As part of this spring/summer 2023 effort, Chlo made history by bringing British heritage brand Barbour into the luxury fold ([see story](#)).

The maison applied its luxury French fashion lens to an English entity offering items of great form and function since 1894 for a first-time luxury collaboration for Barbour the capsule featured ready-to-wear, bag, shoe and accessory options.



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

The brand chooses to align itself with celebrities such as Naomi Scott, having tapped the British actor and singer as the face of its Nomade Eau de parfum Naturelle at the top of last year ([see story](#)).

Ms. Scott, who is of English and Ugandan-Indian descent, has appeared in a variety of films, including 2017's Power Rangers and 2019's Charlie's Angels. The 28-year-old also starred as Princess Jasmine in Disney's live-action adaptation of Aladdin in 2019.

The fragrance she fronts is vegan and formulated with water and naturally derived alcohol. The glass bottle and

packaging are also made with recycled materials

Whether a capsule collection, celebrity campaign or new product, the first luxury fashion house in Europe to receive B Corp certification ([see story](#)) is keenly aware that its hard-earned reputation holds weight, extending its purpose-driven, prestige-associated image sparingly.

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