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Chlo preempts resortwear collection with codesigned luxury swim capsule

May 9, 2023



The brand's foray into swimwear, a non-regular category for Chlo, arrives alongside a new campaign. Image credit: Chlo

By LUXURY DAILY NEWS SERVICE

French fashion house **Chlo** is teaming up with Parisian beachwear brand Eres on a high-end exclusive.

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With the debut of a collaborative capsule, the luxury label enters a novel category with pieces made from "Peau Douce," an innovative second-skin material. Applying the same bespoke brand values to the swimwear assortment, the Chlo x Eres campaign touches down.

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