

APPAREL AND ACCESSORIES

## Amid rumored departure, could Chlo x Atelier Jolie cement leader's legacy?

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*Chlo creative director Gabriela Hearst will collaborate with actress Angelina Jolie's new Fair-Trade enterprise on the launch of a ready-to-wear capsule. Image credit: Chlo/Philippine Chaumont and Agathe Zaepour*

By AMIRAH KEATON

French fashion house Chlo is teaming up with actress and charitable force Angelina Jolie on a new collaboration that centers on the work of everyday artisans.

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The B Corp-certified brand becomes Atelier Jolie's inaugural partner, making use of deadstock and **lower-impact materials** along the way. The opportunity to bring female-led endeavors from all ends of the earth to the fore lies ahead, as Chlo prepares to roll out a ready-to-wear capsule collection with the Fair Trade enterprise.

Chlo x Atelier Jolie

Codesigned by both parties, the Chlo x Atelier Jolie capsule is soon to hit stores.

The line reportedly consists of evening wear silhouettes inspired by Ms. Jolie's own wardrobe. According to the entities, pieces involved "celebrate modern femininity."

At such an early stage, the choice to tap the Richemont-connected company's "network of international makers" was a particularly strategic one on Ms. Jolie's end.

Chlo becomes the creative collective's, Atelier Jolie, inaugural collaborator with a forthcoming ready-to-wear capsule collection celebrating modern femininity.

Co-designed by Chlo Creative Director [@GabrielaHearst](#) and [#AngelinaJolie](#).

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Chlo (@chloefashion) [June 5, 2023](#)

For creative director Gabriela Hearst, with whom the actress has united for the project, the benefits of cementing a

legacy rooted in sustainability and ethical consumption before embarking on a rumored departure become clearer by the day.

Established in May of this year, Atelier Jolie's founding principles of "ethical and sustainable practice" guide the engagement.

Additionally, earnings from the collection are said to be poised for reinvestment back into the young business, with proceeds funding its various artisan and tailor apprenticeships.

Arguably the most transformative factor of all, though, lies within the composition of the forthcoming clothing line.

The capsule incorporates a higher percentage of lower-impact materials than any previous Chlo collection, per statements from the maison.

"Very few luxury brands are a certified B Corp," said Ms. Jolie, in a statement.

"It was important to me to work with Chlo, one of the first luxury brands to be a B Corp," she said. "It has been a privilege to design with Gabriela Hearst, and I hope all women will feel comfortable and beautiful in this capsule collection."

Fresh path forward

Chlo delivers the news of a budding business venture in the midst of developing reports regarding the alleged upcoming departure of Ms. Hearst, per [WWD](#).

Either way, the move joins a long list of people and planet-conscious initiatives that will work to cement Ms. Hearst's legacy, the most recent involving the decision to install an in-house resale channel with Vestiaire Collective last month ([see story](#)).

What is more, the launch of Chlo Vertical stands as perhaps the house's most significant contribution to the state of the industry's collective progress.



*Chlo x Atelier Jolie graphic. Image credit: Chlo*

Spearheaded by the artistic lead, the April 2023 introduction allows owners of any spring/summer 2023 acquisitions to track the item's provenance throughout the value chain via the use of digital ID technology. The Richemont-owned entity's first 100 percent traceable collection marked a major feat for luxury fashion as a whole ([see story](#)).

Then there is, of course, the originator of all updates, beginning shortly after Ms. Hearst arrived at the house. In 2021, the creative director ushered Chlo into an era defined by its B-Corp certification status ([see story](#)), a feat rare within the fashion field.

Two years later, Chlo x Atelier Jolie continues the momentum. Regardless of future staffing shifts, the relatively tight and immensely effective turnaround speaks for itself.

"From the moment I heard about Angelina's vision for Atelier Jolie, I believed in it," said Ms. Hearst, in a statement.

"It is a way to elevate others through the beauty of garment-making and her deep respect for the environment," Ms. Hearst said. "It's an honor for me that Chlo will be the first collaborator for Atelier Jolie, as both have high ideals for the betterment of our species."

"That is the reason why I love both Angelina and Chlo so deeply."

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