

APPAREL AND ACCESSORIES

Chlo creative director Gabriela Hearst to exit company

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Gabriela Hearst succeeded Natacha Ramsay-Levi as creative director in December 2020. Image credit: Gabriela Hearst

By LUXURY DAILY NEWS SERVICE

After three years of serving French fashion house Chlo, its leading creative force will step down from her current role.

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Leaders confirmed creative director Gabriela Hearst's impending departure on Thursday reports originally appeared in *WWD* on June 5. A final showcase slated for September will wrap up Ms. Hearst's commitments at Chlo, which began in December 2020.

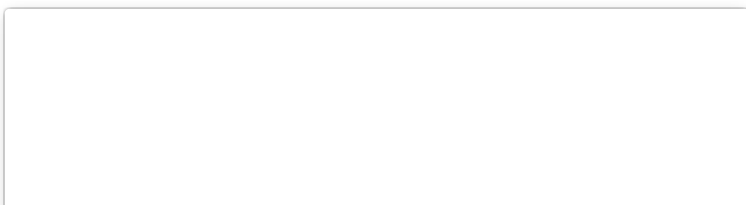
"[Ms. Hearst] brought great energy and a dynamic creative vision to her role at Chlo, contributing to a period of significant progress for the business, and writing a powerful new chapter in the story of our maison," said Riccardo Bellini, CEO of **Chlo**, in a statement.

"I would like to warmly thank her for bringing so much of herself to this mission her passion, drive and values, and for her unwavering commitment to supporting the maison's meaningful progression in shaping a more responsible future, true to the legacy of our founder."

Chlo's next chapter

Last week, news of a peer onboarding fueled suspicions that began last month ([see story](#)) regarding Ms. Hearst's potential plans to soon leave the label, as reports claimed that Chemena Kamali, former design director of women's ready-to-wear at French fashion house Saint Laurent, would lead a "parallel studio" at Chlo.

Regardless of succession strategies, which the Richemont-owned operation has not yet specified, initiatives enacted during Ms. Hearst's residency will ensure the designer's legacy lives on beyond her final presentation.



[View this post on Instagram](#)

A post shared by Gabriela Hearst (@gabrielahearst)

A purveyor in the sustainable luxury space, the Uruguay-born professional's heraldship brought forth a new wave of conscious fashion collections in her time at the house.

Arguably most notable among a list of eco-friendly feats is the acquisition of B-Corp certification on behalf of Chloé in 2021 ([see story](#)), an achievement that set the star well ahead of the apparel curve.

A timely engagement with the artisan-driven operation Atelier Jolie launched in June is particularly emblematic of the values pushed during her tenure.

Ms. Hearst will also continue as creative director of her self-titled sustainable luxury wear brand, [Gabriela Hearst](#).

A round of recent press *The Wall Street Journal* published a [profile](#) featuring Ms. Hearst in February of this year could work to platform ensuing endeavors, as Ms. Hearst navigates her next steps.



Reimagining the Woody nano tote bag. Image credit: Chloé

"It has been the greatest privilege to share my creative vision and to add my voice to the story of Chloé, a remarkable maison that I have always loved so dearly," said Ms. Hearst, in a statement.

"I am grateful to have been part of the incredible team laying strong foundations for a purpose-driven future for fashion, and I am so proud of the positive change we have collectively achieved in developing a business and design perspective that puts our people and our environment first."