

COMMERCE

Chlo names Chemena Kamali as creative director

October 9, 2023



With two decades of design experience between roles at Chlo and Saint Laurent, Ms. Kamali brings a wealth of knowledge to the table. Image credit: Richemont/David Sims

By LUXURY DAILY NEWS SERVICE

French fashion house Chlo's latest appointment carries a history with the company.

Announced Oct. 9, German designer Chemena Kamali has been named creative director of the luxury label where she started her career decades ago. The 41-year-old now slots in at Chlo following the departure of former creative director Gabriela Hearst, who left last month, and brings years of experience collaborating with such figures as British fashion designers Phoebe Philo and Clare Wright Keller to the position.

"I am proud to welcome Chemena Kamali to Chlo," said Riccardo Bellini, president & CEO of [Chlo](#), in a statement.

"Her extraordinary creative talent, extensive experience and unique connection with the brand's legacy and values make her a natural choice for the Maison," Mr. Bellini said. "Chemena's vision, inspired by her love for the brand, will truly celebrate Chlo's unique DNA; Chemena is both the creative director of Chlo and the embodiment of the Chlo spirit.

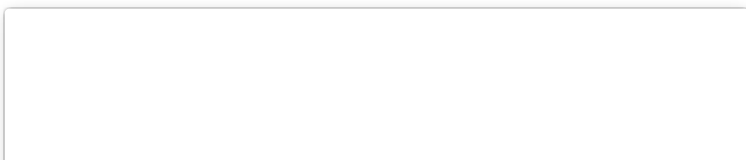
"I am excited to see her vision come to life."

New beginnings

Effective immediately, the new appointee will soon use her knowledge of Chlo's inner workings to usher the company into its future., reaching the role of at the luxury label

Originally from Dsseldorf, Ms. Kamali arrives fresh off a similar post at French fashion house Saint Laurent, serving as the women's ready-to-wear design director.

Having served Chlo as design director in 2013, the Central Saint Martins graduate steps into a role left vacant by Ms. Hearst, who delivered her final presentation for the house in September ([see story](#)).



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"My heart has always been Chlo's; It has been since I stepped through its doors more than 20 years ago," said Ms. Kamali, in a statement.

"Returning feels natural and very personal," she said. "I am extremely honored to be taking on this role and to be building on the vision that Gaby Aghion and Karl Lagerfeld defined early in the maison's history; I hope to capture the emotional connection and spirit of Chlo for today.

"I am very grateful to Riccardo Bellini, Philippe Fortunato and Johann Rupert for this opportunity and their trust."

Ms. Kamali's first pre-collection will show in January 2024, with her fall/winter 2024 collection to come next February, during Paris Fashion Week.

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