APPAREL AND ACCESSORIES

Chlo reveals Chemena Kamali's first winter campaign

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A global collective of models star in the initiative. Image credit: Chlo/David Sims

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

French fashion house Chlo is showcasing a debut drop in new marketing materials.

The brand's winter 2024 campaign marks creative director Chemena Kamali's first for the label, spotlighting items from her inaugural runway collection. Taking the form of cinematic portraiture, the images aim to display Ms. Kamali's vision of the Chlo woman, a new paragon that will represent the label going forward.

"With these images, I wanted to capture a cinematic intimacy," said Ms. Kamali, in a statement.

"The Chlo woman is at the center, her aura, her direct gaze, and [her] personality draw you into an eternal Chlo moment."

Modern femininity
To invoke the Chlo woman, the maison enlisted models Kaia Gerber, Rianne Van Rompaey, Yar Aguer, Rosalieke Fuchs and Diane Chiu.

The global group of faces are said to "embody the essence" of Ms. Kamali's ideal icon in shots captured by famed British fashion photographer David Sims.

The talent has been busy behind the lens in recent months, shooting multiple promotional sets for Italian fashion label Gucci and its creative director Sabaro De Sarno, including its fall/winter 2024 women's campaign (see story).

Chlo presents its winter 2024 campaign

Ms. Kamali started her career at Chlo before being named its creative director late last year (see story). In her debut marketing endeavor, she embraces simplicity and classic luxury codes.

The film, directed by Mr. Sims and shot in black and white, is a one-take scene of Ms. Gerber posing in pieces from the winter womenswear collection; the camera slowly pulls out to reveal more of the model's outfit.

The winter 2024 selection is available now on Chlo's website and in-store.