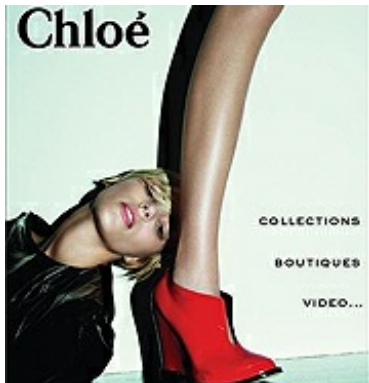


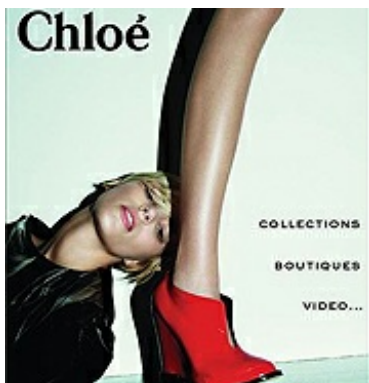
MOBILE

Fashion house Chloe goes mobile

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By GISELLE TSIRULNIK



International fashion house Chloé has launched an iPhone-

optimized Web site and an app to let fashion-savvy consumers stay connected with the luxury apparel and accessories brand even while on the go.

The mobile site features the latest ready-to-wear collections and Chloe bags and accessories. iPhone users just need to type <http://www.Chloe.com> into their browser window.

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"Retailers using mobile marketing are able to extend their brand into the realm of the truly interactive," said Shira Simmonds, president of Ping Mobile, Englewood Cliffs, NJ. "Every time the consumer looks at their cell phone, the retailer brand name is right there - looking back at them -- and there is no more down time, no more out of sight, out of mind," she said.

Ping Mobile is not powering the mobile initiative for Chloe. Ms. Simmonds is an expert on the opportunities that mobile brings retailers since her company has powered campaigns for brands such as Unilever, KFC and Hawaiian Airlines.

[Chloé](#) is an international, chic fashion brand. The brand's clothing is known for its color palette of nudes and powdered hues are signature to the brand and are enhanced with shades from the desert, sands, coral, amber and brick.

Chloé was founded in 1952 By Gaby Aghion. The designer chose the name Chloé for the line because it embodies a warm feminine appeal and gives off a youthful modern design and audacious spirit.

The site lets users view the Chloé Boutiques network and all the latest Chloe fashion show videos.

A "touch to call" function enables users to directly contact each Chloé boutique.

The brand has also launched an iPhone application, available free for download in the iPhone app Store under the entertainment category.

Much like the mobile site, the app allows users to browse through all the latest collections and watch videos of runway shows.

The application obviously leverages the unique features of the iPhone, such as GPS and the accelerometer.

Consumers can view photos of the upcoming Chloé collection and get a news feed for all that's happening at Chloé.

The application targets smart, sophisticated fashion lovers, who skew female. This demographic tends to be tech-savvy and many are expected to have iPhones.

The mobile application puts exclusive [Chloé](#) content at these consumers' fingertips. It's full of pictures of the brand's fall-winter couture and other useful features.

Its seems as though going mobile has become quite fashionable, as other luxury brands have made their way to mobile recently as well.

Preppy apparel retailer [Polo Ralph Lauren Corp.](#) has made mobile fashionable with the launch of an iPhone application that lets users experience the glamour of the Ralph Lauren Collection on the Apple device ([see story](#)).

Leading luxury brand [Dolce & Gabbana](#) has proven that mobile advertising is effective as well as fashionable by running a mobile campaign on the Nokia Media Network ([see story](#)).

"Mobile has the power to keep brand names consistently and effectively in the minds of consumers across all demographics – that's what makes it such a powerful media in today's wireless world," Ms. Simmonds said.

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