



Chloé Luxury Fashion

REDEFINING ROMANTIC SPIRIT OF LUXURY

PREPARED BY:
Snehal Patil

Chloé: The Essence

- **Founded:** 1952, by Gaby Aghion in Paris
- **Mission:** “Luxury with a light touch”
- **Segment:** Accessible luxury women’s prêt-à-porter
- **Creative Legacy:** Karl Lagerfeld, Stella McCartney, Gabriela Hearst
- **Values:** Femininity, ease, emotional connection



Reference Market

Understanding the target audience for Chloé's luxury appeal

- **Category** : Premium ready-to-wear & accessories
- **Target** : Women aged 25–45 seeking effortless elegance
- **Market** : Europe, Asia, US (flagships in Paris, Tokyo, NYC)
- **Key Products** : RTW, bags (Marcie, Drew), fragrances



Best Enemy: Celine

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- **Both** : Parisian, minimalist, luxury prêt-à-porter
- **Chloé** : Poetic, romantic, fluid
- **Celine** : Sharp, intellectual, androgynous

Celine's **Phoebe Philo Era** redefined luxury with an emphasis on **modern femininity**. Her approach emphasized understated elegance and quality, which challenged traditional norms. This era not only influenced Celine's brand identity but also set a benchmark for Chloé, pushing it to evolve in a world yearning for authenticity and sophistication.



CELINE

What Defines Luxury

Chloé embodies elegance, craftsmanship, and timeless style

- Heritage Maison with 70+ years of fashion legacy
- High-end craftsmanship and unique artistic direction
- Emotional, symbolic value (The Chloé Girl archetype)
- First luxury house to embrace B-Corp certification

Chloé represents a unique blend of **sophisticated design** and **superior craftsmanship**. The brand's commitment to sustainability and ethical practices enhances its luxury status.



Sacredness & Brand Contract

- Sacred Archetype : **The Chloé Girl**
- Always **feminine**, always free
- Promises **freedom** of expression through softness
- **Emotional intimacy** over showy luxury

In the **luxury market**, sacredness fosters deep emotional ties. Chloé crafts **intimate experiences**, evoking feelings of elegance and authenticity. By prioritizing customer relationships and encapsulating the spirit of personalization, Chloé solidifies its brand contract, encouraging loyalty and enchantment in every interaction, ultimately transforming consumers into passionate brand advocates.



Chloé's Narrative Plot

- Brand Plot : **“Soft Power Femininity”**
- Evolving femininity from **Birkin to Hearst**
- Storyline driven by **modern womanhood, nature, and inner grace**
- Recurring themes : **freedom, ease, lightness**

Chloé's journey embodies the spirit of femininity and elegance. Through **innovative designs** and a commitment to sustainability, the brand has cultivated a narrative that resonates with modern consumers. This blend of heritage and contemporary vision positions Chloé as a leader in redefining luxury fashion today.



Chloé's Distinctive Identity

- Neutral palette (beige, ivory, blush)
- Soft tailoring, scalloped details
- **Signature bags** : Marcie, Drew, Tess
- **Logo** : All-caps serif
- **Fragrance bottle** : Soft, curved glass



Touchpoint Expression

Engaging Customers through
Personalized Experiences

- **Retail** : Wooden tones, scent-infused air, floral interiors
- **Digital** : Calming colour filters, editorial style feed
- **Packaging** : Minimalist cream boxes with ribbons
- All reinforce Chloé's sacred values



Building Community

- **Chloé Muses Series** – Spotlight archival women (Jane Birkin & Stella McCartney)
- **UGC Diaries** – Invite global women to define their “Chloé Girl”
- **Eco-Voices** – Short films on women leading sustainability
- **Podcast** – Whispers of Chloé: Soft sound storytelling

By embracing the **power of community**, Chloé can create a **thriving ecosystem** of loyal customers. Engaging customers through workshops, social media interactions, and exclusive events will foster relationships and encapsulate the spirit of collaboration, enhancing the overall brand experience and ensuring a **lasting emotional connection**.



Phygital Recommendations

Enhancing the Luxury Experience through Integration

- **“Mirror Me Chloé” App** – AR try-ons in poetic settings
- **Emotional AI Stylists** – Sentiment-based in-store stylists
- **Digital Atelier** – Custom Marcie with NFT twin
- **Pop-Up Rooms** – Immersive sensory gardens in key cities



The Essence of Luxury

Understanding the emotional connection to luxury through Chloé's philosophy

- Chloé must embrace **emotion-led digital storytelling**
- Reaffirm feminine grace while evolving through **tech and sustainability**
- The future of luxury lies in **intimate, immersive, sacred experiences**



