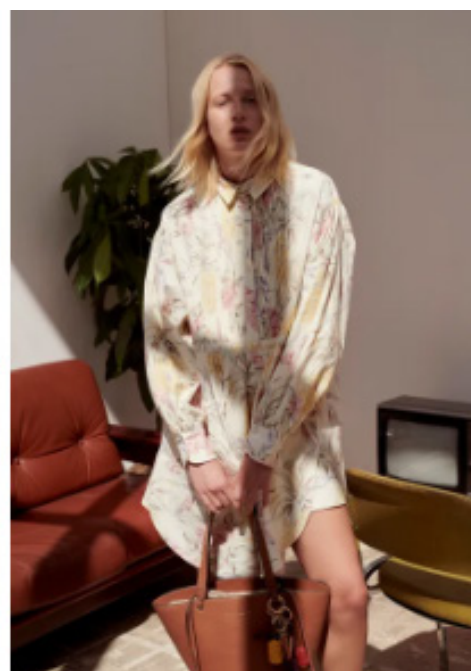


THE Chloé GIRL POST

INSPIRING FEMININITY SINCE 1952

April 28, 2021

See by Chloé RESORT 2021



GUY BOURDIN | Chloé

Chloé spring-summer 2021 collection inspired by relaxed femininity

In See by Chloé's world of nonchalant femininity and effortless French style, far-flung locales are typical key starting points for design inspiration. But when the world is on lockdown stemming from COVID-19, even the fictitious travel plans of the SBC girl can be disrupted.

For resort, she still travels, albeit more locally, hopping on a train from Paris for a weekend in Arles, a cultural hotspot of art and Proven-

cal life. The collection offered outfits mapped for every aspect of the trip, including city looks like a navy wool peacoat for the train ride, romantic day-to-evening micro print dresses for market strolls, and crepe de chine floral dresses with puff sleeves for gallery hopping. Fueled by a warm palette of sage, peach, burgundy and sand, the range creates a small sense of escapism for customers who will likely stay local when pieces are available in November.

Those searching for easy chic will find a quintessentially French striped polo paired with boyish shorts and off-beat bucket hat; a roomy knit sweater over bohemian floral pants; a graphic logo sweater, and the season's Cecilya leather bucket bag that comes in three sizes ranging. There was humor to round out the collection through the season's sun-kissed pineapple prints — splashed onto breezy linen dresses or vintage tees styled with signature lattice-laced denim.

THE *Chloé* GIRL

POST

INSPIRING FEMININITY SINCE 1952

GABRIELA HEARST MAKES HER CHLOÉ DEBUT



ALEXANDRE DE BETAK | Chloé

Gabriela Hearst's first Chloé collection, which highlights new environmental and social actions

Gabriela Hearst unveils her first collection for the Maison Chloé one hundred years to the day of Gaby Aghion's birth. From Gaby to Gabi, two ambitious women interpreting femininity in the context of their time. And from Gabi to Gaby, the reassurance that, "Your House is in good hands." When Chloé's founder began presenting her earliest collections, she invited guests to Left Bank locales such as Café de Flore and Brasserie Lipp. These

establishments pulsed with ideas birthed by artists and intellectuals, by radicals and bon vivants. Then as now, people were planting seeds of change. And Chloé – a word that means "blooming" in Greek – is doing so with a forward vision involving changes that are deeply personal to Gabi. Informed and inspired by sustainability and a commitment to the greater good. A new wardrobe has emerged that is subtle in design. Gabi – in every piece, a sense of purpose.



Photos by: CHLOE.COM
The Woody basket bags (ABOVE AND BELOW) are handwoven from partly upcycled materials by independent craftswomen in Kenya from the Chloé and World Fair Trade



PRESENTING CHLOÉ X MIFUKO: THE WOMEN WHO WEAVE

NEW WOODY BASKET BAGS MARK A PARTNERSHIP WITH THE WORLD FAIR TRADE ORGANIZATION



VELMA ROSAI-MAKHANDIA | Chloé

Mifuko women weaving the basket bags for the new Chloé and World Fair Trade Organization

We meet Janet and Teresea, two of the women employed by Mifuko, a social enterprise and guaranteed

member of the World Fair Trade Organization (WFTO). Teresea notes how joining Mifuko had a great impact on her live-

lihood. "I saw that selling baskets uplifted me... Weaving baskets has done me well and taken me far." Janet says, "As one of the women

in the Mifuko project, I feel good because when we're together, we help each other grow as individuals." Empowerment and less dependence on unpredictable farming as a source of income for the artisans. Their hand-craft skills come through in the range of Chloé basket bags – a roomy tote and compact bucket style, in solid raffia or striped – each a unique piece. In collaboration with Mifuko, Chloé's manufacturer in Spain embellishes this new collection of hand-woven baskets with Woody logo ribbon straps. With sustainability at the forefront of the design and production, the baskets are long lasting while making a social impact..

This collaboration marks the first Fair Trade-verified luxury collection and the debut of an ongoing partner.

THE Chloé GIRL POST

INSPIRING FEMININITY SINCE 1952

SEE BY CHLOÉ: NEW MODERN FEMININITY EYEWEAR

The season's palette of warm nuances and vivid accents is complemented by signature gradient lenses, with crafted embellishments enhancing the couture aesthetic.

Designed today by Natacha Ramsay-Levi, new creative director, Chloé is a sisterhood brand with youthful, modern designs and a slightly audacious spirit. The Chloé brand represents femininity, modernity, grace and effortlessness as the core characteristics that shape the brand and define the Eyewear offering as well.

Chloé's modern design and free-spirited femininity evolve into the Eyewear collection that elevates



CHLOE.COM

The Demi Sunglasses in the purple (LEFT) and peach (RIGHT) gradient

ments. Lightweight frames, iconic embellishments and harmonious contrasts of textures and hues enhance the magnified shapes while adding further distinction to Chloé's effortless sophistication.

The collection reflects a mix of iconic elements such as golden metals, round, retro and oversized shapes, expressed through warm and sandy shades and gradient lenses, true to the Chloé colour palette.

the brand's style codes

with updated refine-



CHLOE.COM

The Esther Sunglasses in Transparent Peach (LEFT) and Havana Brown (RIGHT)