

TXMI 5220  
FASHION PRODUCT AND  
BRAND MANAGEMENT

# CHLOÉ

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Diving into the rich history and life of luxury designer brand,  
Chloé



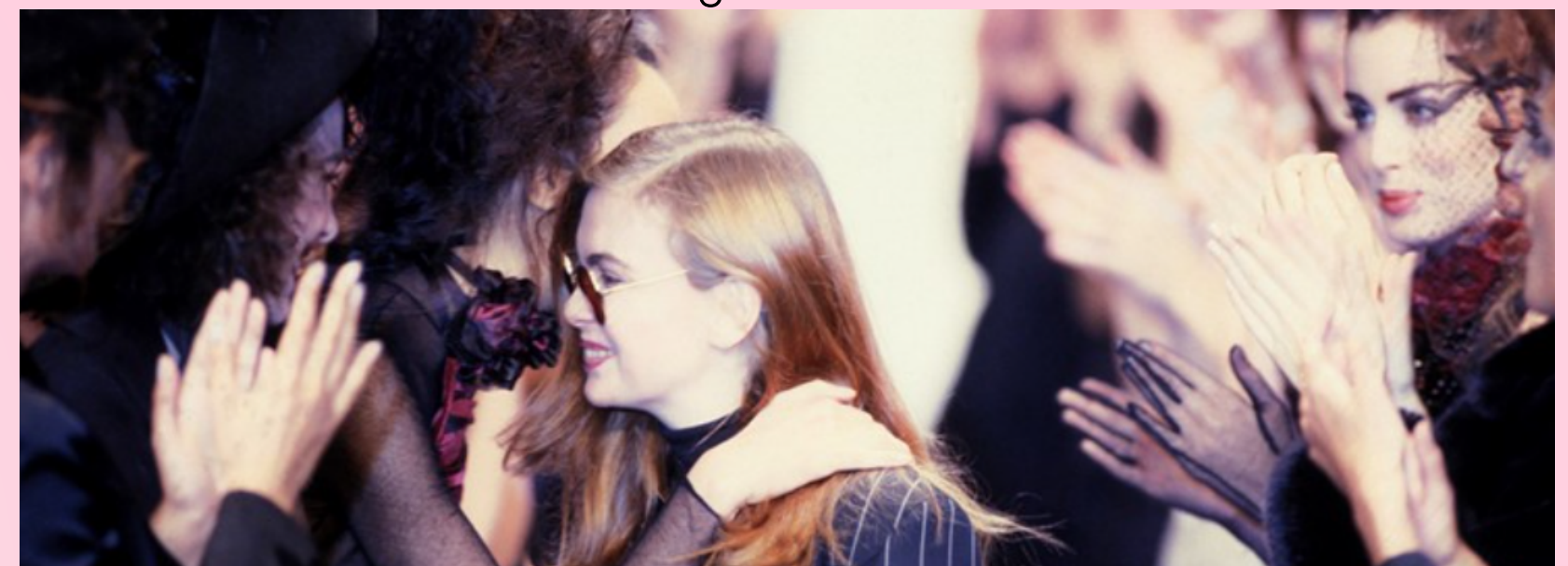
# HISTORY OF CHLOÉ

Chloé was founded in 1952 by Egyptian born designer, Gaby Aghion, in Paris. When Gaby moved to Paris at the age of 19, she was appalled at how poorly French women were dressed, and created the label as an antidote to the stiff formality of haute couture. She named her brand after one of her friends, Chloé, at the time, who Aghion believed embodied the carefree, glamorous, attitude of the modern young woman at the time. Aghion is accredited with inventing luxury ready-to-wear, as she and her business partner, Jacques Lenoir, were the first to coin the term, prêt-à-porter. Lenoir focused on the business side of things, so that Aghion was able to put all of her efforts into design. Her intentions for Chloé were to exemplify the mystique that is brought by youthfulness and femininity. She wanted to get rid of the tedious fitting process that upper class women experience with couture houses, high fashion without the wait. The brand began to thrive after their first runway show in 1956, at the infamous Café de Flore in Paris. Buyers loved the effortless wearability that Chloé offered, which was a major change to the commonly stiff and rigid dresses of the time.

In 1966, the legendary Karl Lagerfeld took over as creative director, who heightened the brand's whimsical and bohemian nature of the sixties and seventies to combine with high-end couture. The first Chloé boutique opened in 1971, furthering the popularity of the brand, and Lagerfeld's clientele included Jackie Kennedy, Grace Kelly, and Brigitte Bardot. Lagerfeld was a catalyst in forming the enchanting identity that Chloé has today. He resigned in 1983, and Gaby Aghion retired not long after in 1985, when the label was bought by Alfred Dunhill Ltd.



Martine Sitbon was appointed creative director in 1987. Under her control, famous female figures like Christy Turlington and Claudia Schiffer were the stars of their ad campaigns, leading Chloé to gain a cult following. Everyone wanted to be a Chloé girl.





One of the largest impacts on Chloé was in 1997, when Stella McCartney took place as the creative director. She brought an edge to the brand that combined feminine charm and sass. Her implementation of the horse motif in her designs has followed through Chloé for generations in apparel and handbags.



Claire Waight Keller, a powerhouse name in the fashion industry, took over Chloé in 2011. During her time, Keller refreshed the bohemian style of the brand, but incorporated sporty, tomboy elements as well. Most significantly, Keller introduced the Chloé Drew bag, which takes soft leather elements of the seventies contrasting with sharp edges. Sales skyrocketed over this bag, ending Keller's time at the label on a high.



In 2001, Stella McCartney appointed Phoebe Philo as creative director under the fashion house. Under Philo is where Chloé developed the strong line of leather goods that they are still known for today. One of her most infamous handbag designs, the Paddington, sold out in 2005 before shipments could make it into stores. With the popularity of the bag, it was often knocked-off. In order to purchase an authentic Paddington, customers were required to join a waitlist.



Natasha Ramsay took over design in 2017 for three years, leading up to the house's current Creative Director, Gabriela Hearst, in 2020. The Uruguayan designer has taken the house into a new purpose driven direction, as Chloé has adopted new sustainable and environmentally conscious techniques. She has stated that Chloé “can be considered to have four time more lower impact materials compared to last year.” The brand has started to repurpose vintage bags, polyester, viscose, and denim. Chloé also announced that it has achieved B Corporation status, which assesses a businesses' environmental and social impact, a first in the luxury fashion industry. There is no doubt that under Hearst, Chloé will continue the theme of sustainability, strong female leadership, and an impactful brand image, alongside the mystique, whimsical, and bohemian designs that young women continue to gravitate towards.



# MAJOR CHANGES



# TECHNOLOGICAL ADVANCES

Founded directly after World War II, Chloé jumped into the rapidly modernizing post war world where old traditions and technologies were giving way to new ideas. Chloé fit right in with their radical plan through creating luxury, ready to wear items that would typically be seen as strictly runway couture with new, post war technologies that made this radical idea easier to execute . Their immersion changed the face and movement of the fashion industry forever.

# CONSUMER DEMANDS

Another major change that Chloé was easily able to adapt to was the consumer demand for cheaper products with higher quality in the early 2000's, therefore creating their luxury brand, See By Chloe. This allowed them to appeal to a broader crowd while still creating luxury, high quality items at a bit of a cheaper price.



## SOCIAL PERAMETERS

Chloe has also adapted to the radical changes in trends in the fashion industry, one of their biggest changes in 2008 when the social revolution of wanting to stand out and be unique caused a strong demand for change in the fashion industry.

This led to Chloé's creation of a unique line of clothing compared to the girly, feminine line Chloé was always known as.

By adapting to this demand and strong shift in trends, Chloé changed the face of their brand.

## GOVERNMENT REGULATIONS

Chloé, having been founded after World War II, had to face the government regulations of rationing clothing in the midst of their immersion. Though they entered the market as a luxury brand, they still had to deal with the price and product regulations that remained after the war. This long term created the image of their brand as well as a specific target market from the start of the type of people who would shop Chloé.



# SUCCEES of CHLOÉ



# WHY CHLOÉ HAS REMAINED POPULAR

**We believe that Chloé has remained popular due its strong brand consistency in classic modern femininity and Persian styles, while adapting to innovation.**

**At times when Chloé was dropping off the radar, they would quickly use innovation to adapt and set them back on top. Three examples that further this point is Chloé making decisions such as hiring Stella McCartney, creating the Paddington bag and hiring Clare Waight Keller. These three reason kept Chloé innovative and ahead of the curve. Hiring Stella McCartney as creative director was a bold move because she only had two collections prior. However, Chloé thrived under her creative direction. The creation of the Paddington bag became the “It-bag” and became a staple look for their brand. Clare Waight Keller added in the Bohemian flare in their brand that attracted “It-girls” and set Chloé at the forefront of luxury yet again.**



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