

# Chloé

**Chloé** is a French fashion house founded in 1952 by Gaby Aghion. Gaby later joined forces with Jacques Lenoir in 1953,[formally managing the business side of the brand, allowing Gaby to purely pursue the creative growth of Chloé. Its headquarters are located in Paris, France and is owned by the Luxury Brands company Richemont Group.



Gaby Aghion was born in 1921 in Alexandria, Egypt. After moving to Paris, France in 1945, she founded Chloé in 1952 with a vision of offering luxury 'prêt-à-porter' (Ready-To-Wear), a new concept at that time. Gaby Aghion continued to run the house until 1985, when Chloé Rayyes bought-out.

Dunhill Holdings (now Richemont Group).

## Collections:

Chloé's collections are diversified into 5 major sections.

- Ready-To-Wear
- Accessories
- Children's Wear
- Fragrance
- 'See by Chloé'



## Timeline:

- 1952. Chloé is founded by Gaby Aghion, a Parisian of Egyptian origin. She and her partner, Jacques Lenoir, were among the first to become aware of the raising demand for collections that could merge the strict requirements of haute couture and those of ready-to-wear.
- 1966. Karl Lagerfeld is the main designer and Chloé becomes one of the symbolic brands of the 70's. Among its customers : Jackie Kennedy, Brigitte Bardot, Maria Callas and Grace Kelly.
- 1971. The first Chloé boutique opens at the 3 rue Gribouval in Paris.
- 1985. The company is acquired by the Richemont group.
- 2002. Chloé launches a line of bags, small leather goods and shoes. The Paddington bag will become the first of the 'it-bags'.
- 2009. MacGibbon introduces her first collection in March at the Spring-Summer 2009 runway. She cited the fashion illustrations of

Antonio Lopez as an inspiration. American actress, former model and fashion designer Chloë Sevigny becomes a spokesperson for the company.