

# FASHION PRODUCT



# DEVELOPMENT BOOK

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# BRAND PROFILE



## Chloé

Chloé is a French luxury fashion house founded in 1952 by Gaby Aghion. During the next year of 1953 Aghion joined forces with Jacques Lenoir, formally managing the business side of the brand, allowing Aghion to purely pursue the creative growth of Chloé. Its headquarters are located in Paris, France. The house is owned by luxury brands holding company Richemont Group.

Type : Subsidiary of Richemont

Industry : Fashion

Founded : 1952, 68 years ago

Founders : Gaby Aghion Jacques Lenoir

Headquarters : Paris, France

Key people : Natacha Ramsay-Levi,  
creative director, Karl Lagerfeld

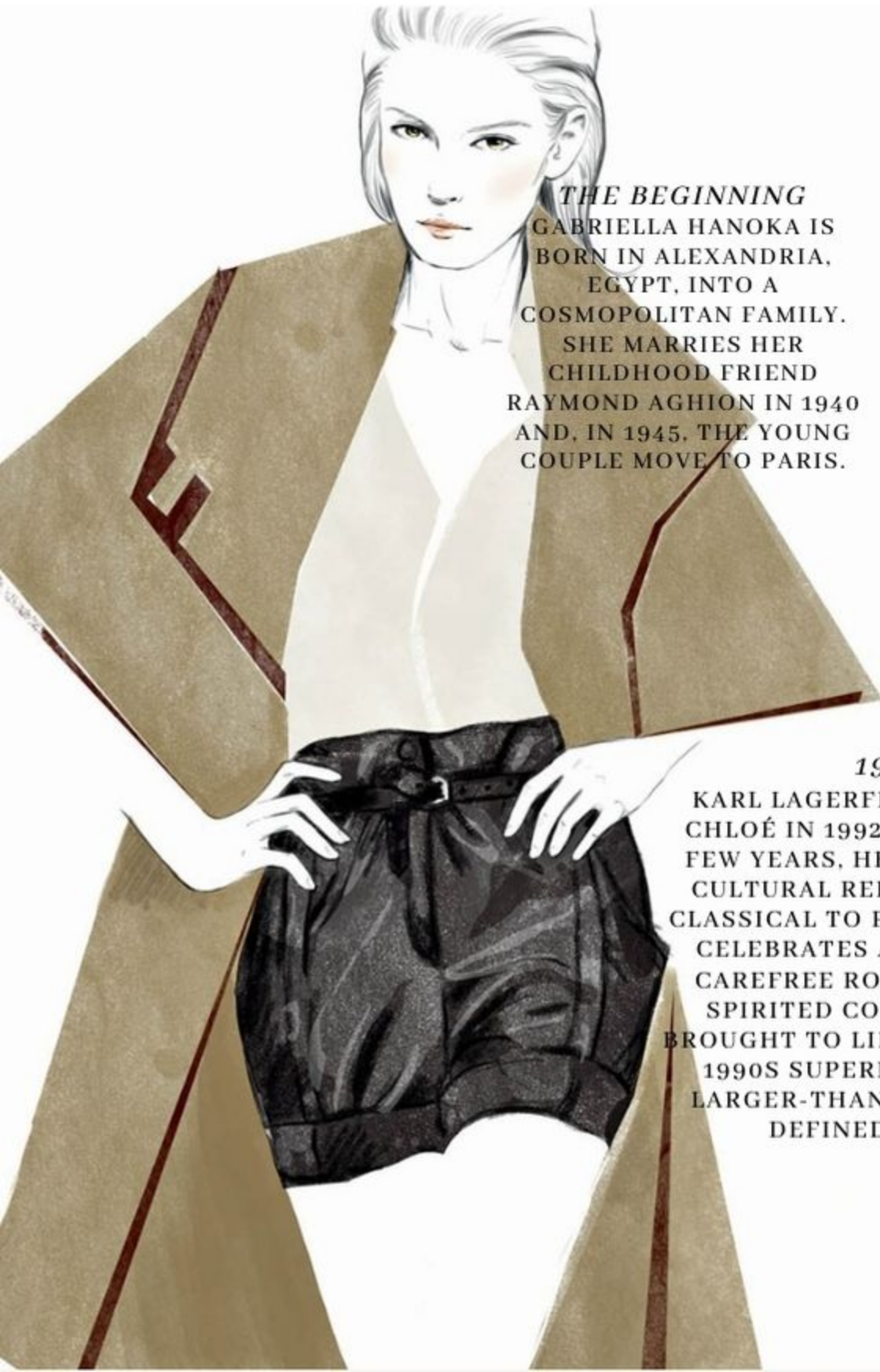
Website : [chloe.com](http://chloe.com)

# BRAND HISTORY

Brand history Chloé (French pronunciation: [klɔe]) Chloé is a feminine name meaning "blooming" or "fertility" in Greek.

Chloé fashion label introduced ready to wear design to the high fashion world of 1950s Paris. she was the label head designer until 1959. then after she enlisted designers like karl lagerfeld, Stella McCartney, and Phoebe Phil. Chloé produced Beautifully natural made clothing that projected a sexy effortless femininity more classic and refined version of her old self. perfect balance of '70s-inspired silhouettes and contemporary finishes.

chloé first fashion show was at the popular cafe de Florentine's. she sold her stake in chloé in 1985 but remained engaged in the label direction. Chloé boutique didn't open until 1971, during the 1960 the fashion house became widely acknowledge as a popular brand that symbolized youth and femininity.



**THE BEGINNING**  
GABRIELLA HANOKA IS BORN IN ALEXANDRIA, EGYPT, INTO A COSMOPOLITAN FAMILY. SHE MARRIES HER CHILDHOOD FRIEND RAYMOND AGHION IN 1940 AND, IN 1945, THE YOUNG COUPLE MOVE TO PARIS.

**1950S**  
"I DESIGNED A SMALL COLLECTION AND HIRED A SKILLED SEAMSTRESS WHO HAD WORKED IN HAUTE COUTURE. I WENT TO SOURCE THE BUTTONS, THE FABRICS MYSELF ... I WAS STICKING MY NECK OUT. SOON I WAS CARRIED AWAY; IT WAS LIKE A TORNADO!" — GABY AGHION

**1960S**  
AS DEFINED BY FOUNDER GABY AGHION, CHLOÉ'S ROMANTIC, COOL AND GLAMOROUS DESIGNS PERSONIFY THE ASPIRATIONS OF YOUNG WOMEN AND ARE MET WITH HUGE SUCCESS. IN THE 1960S, GABY ENTRUSTS A NEW GENERATION OF YOUNG TALENTS: GÉRARD PIPART, MAXIME DE LA FALAISE, MICHÈLE ROSIER, GRAZIELLA FONTANA AND KARL LAGERFELD, TO CARRY ON HER VISION. THESE PERSONALITIES WORK ALONGSIDE EACH OTHER AND BLOSSOM UNDER GABY AGHION'S ARTISTIC DIRECTION.

**1970S**  
KARL LAGERFELD PROVES TO BE A PROLIFIC TALENT AND EMERGES AS CHLOÉ'S SOLE DESIGNER DURING THIS PERIOD (FROM 1974 ONWARDS). THE 1970S IS MARKED BY HIS SOFT AND FLOU SILK DRESSES, WHICH CELEBRATE A FEMININE AND CAREFREE ROMANTICISM WITH DELICATE LACE INSERTS.

**1980S**  
IN THE EARLY 1980S, FASHION BECAME A PLAYGROUND WHERE INSPIRATION COULD BE FOUND ALMOST ANYWHERE. COLLECTIONS ARE DESIGNED AROUND A MAJOR THEME AND BROUGHT TO LIFE IN SPECTACULAR RUNWAY SHOWS. MODELS DANCE AND PIROUETTE DOWN THE RUNWAY, MAKING EVERY EVENT AS MUCH A PARTY AS A SHOW.

**1990S**  
KARL LAGERFELD RETURNS TO CHLOÉ IN 1992. OVER THE NEXT FEW YEARS, HE MINES VARIOUS CULTURAL REFERENCES, FROM CLASSICAL TO POP CULTURE, AND CELEBRATES A FEMININE AND CAREFREE ROMANTICISM. HIS SPIRITED COLLECTIONS ARE BROUGHT TO LIFE BY THE FAMOUS 1990S SUPERMODELS WHOSE LARGER-THAN-LIFE PERSONAS DEFINED THIS ERA.

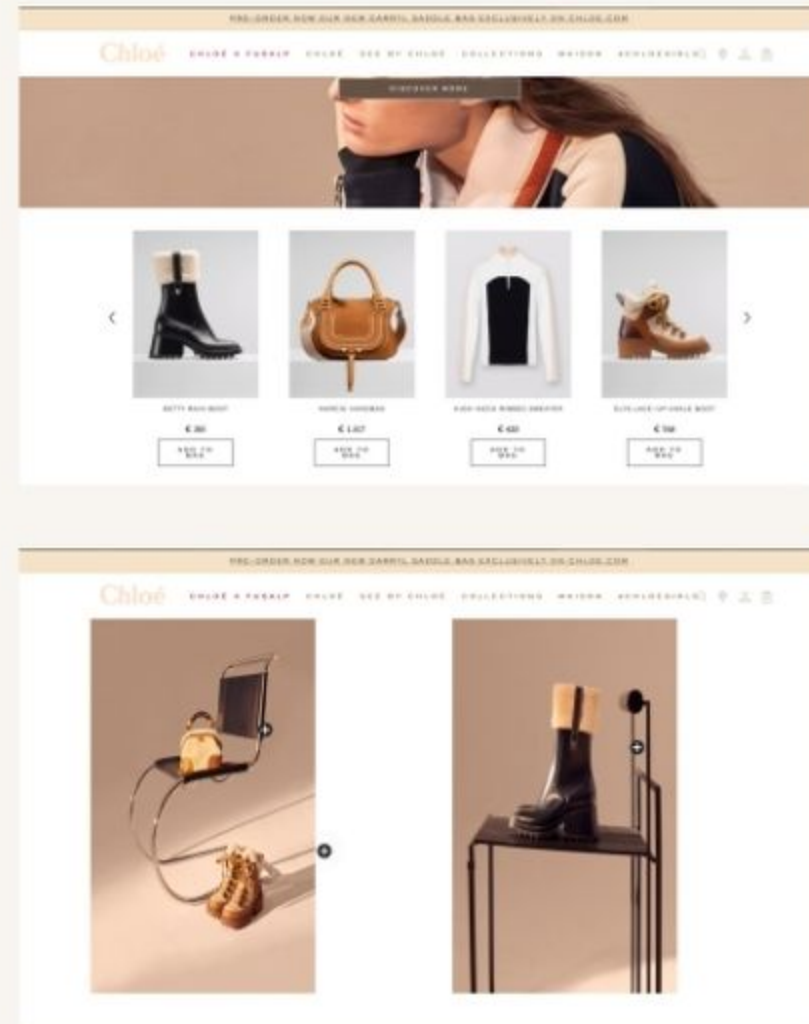
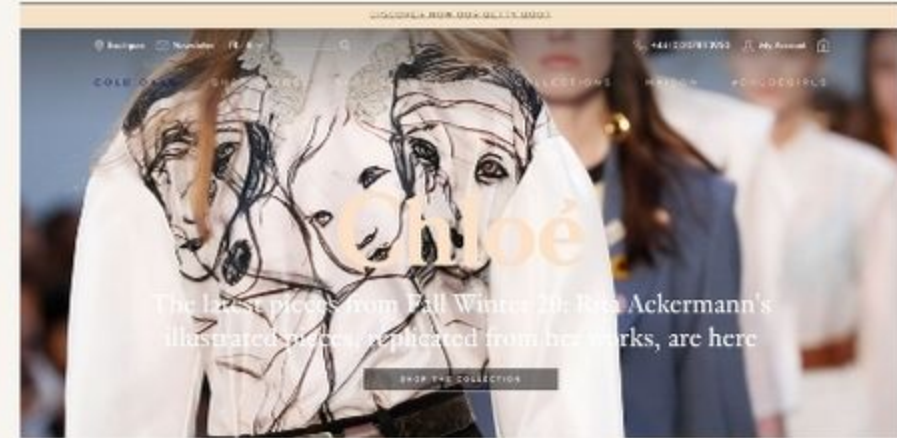
**2000S**  
THROUGHOUT THIS DECADE, THREE YOUNG FEMALE BRITISH DESIGNERS, STELLA MCCARTNEY, PHOEBE PHILO AND HANNAH MACGIBBON, SUCCEED ONE ANOTHER IN THE ROLE OF CREATIVE DIRECTOR. CAPITALISING ON THIS NEWFOUND ENERGY, THE MAISON BROADENS ITS HORIZONS WITH THE LAUNCH OF ACCESSORIES, INCLUDING BAGS, SMALL LEATHER GOODS AND SHOES, ALONG WITH NEW SISTER LINE, SEE BY CHLOÉ.

**2010S**  
THE START OF THIS DECADE IS MARKED BY THE ARRIVAL OF CLARE WAIGHT KELLER. UNDER HER WATCH, THE MAISON'S ALLURE IS MODERNISED EVEN FURTHER AS COLLECTIONS EMBRACE SOPHISTICATED COMFORT AND FREE-SPIRITED EASE – ATTITUDES THAT NEVER FAIL TO SEDUCE. NEW ICONIC ACCESSORIES ARE ALSO INTRODUCED, WITH THE DREW AND THE FAYE JOINING THE MARCIE IN THE LINE-UP OF CHLOÉ CLASSICS.

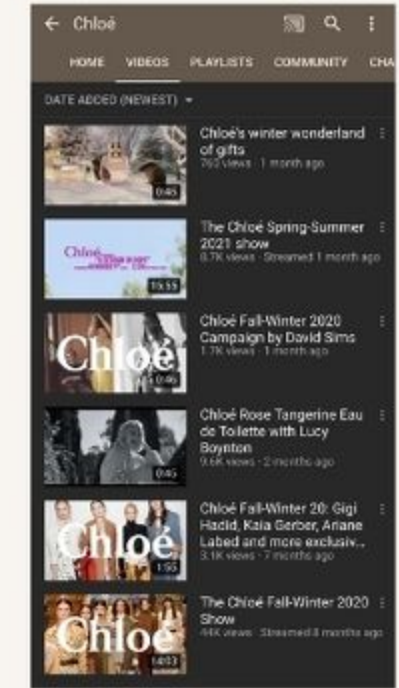
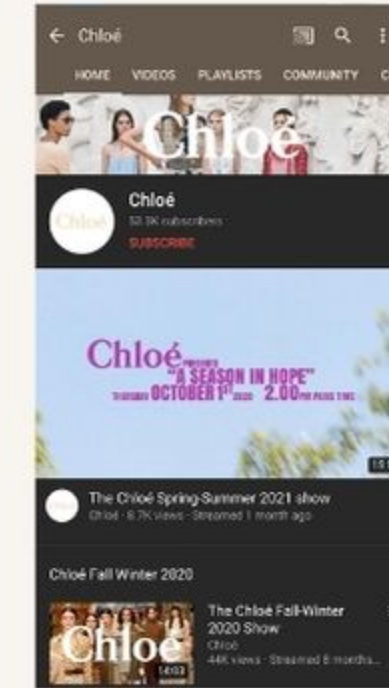
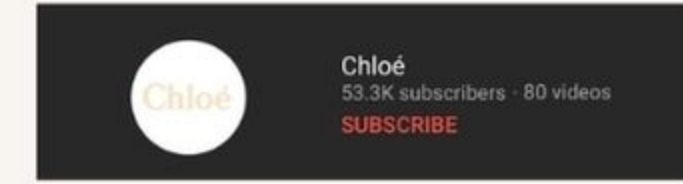
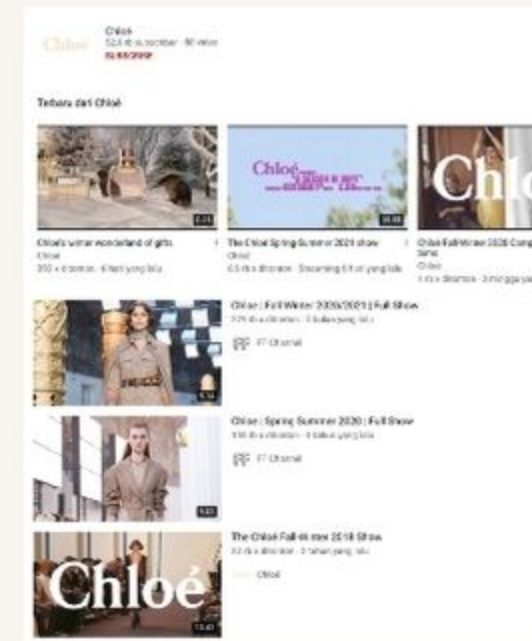
**TODAY**  
CHLOÉ ANNOUNCES THE APPOINTMENT OF NATACHA RAMSAY-LEVI AS CREATIVE DIRECTOR FOR READY-TO-WEAR, LEATHER GOODS AND ACCESSORIES.

# VISUAL REVIEW

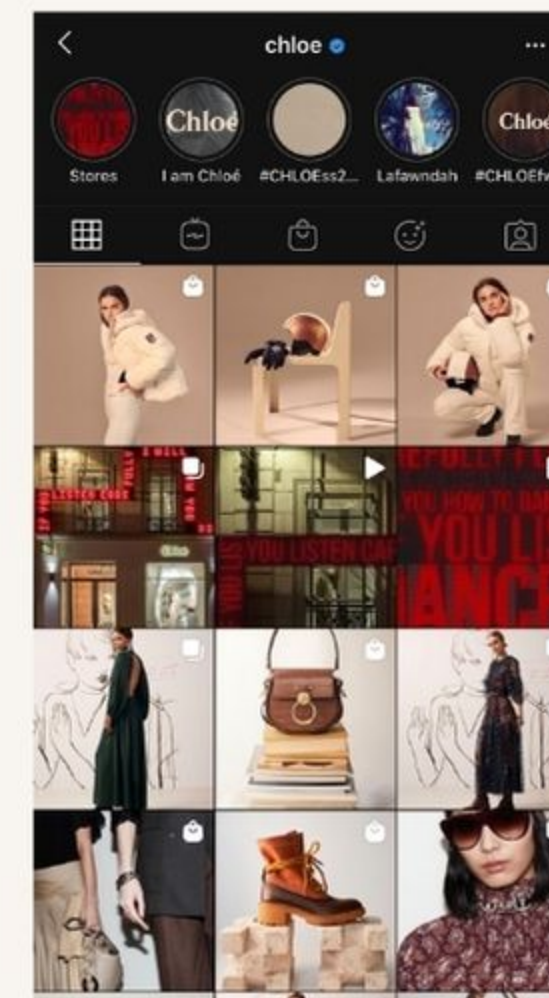
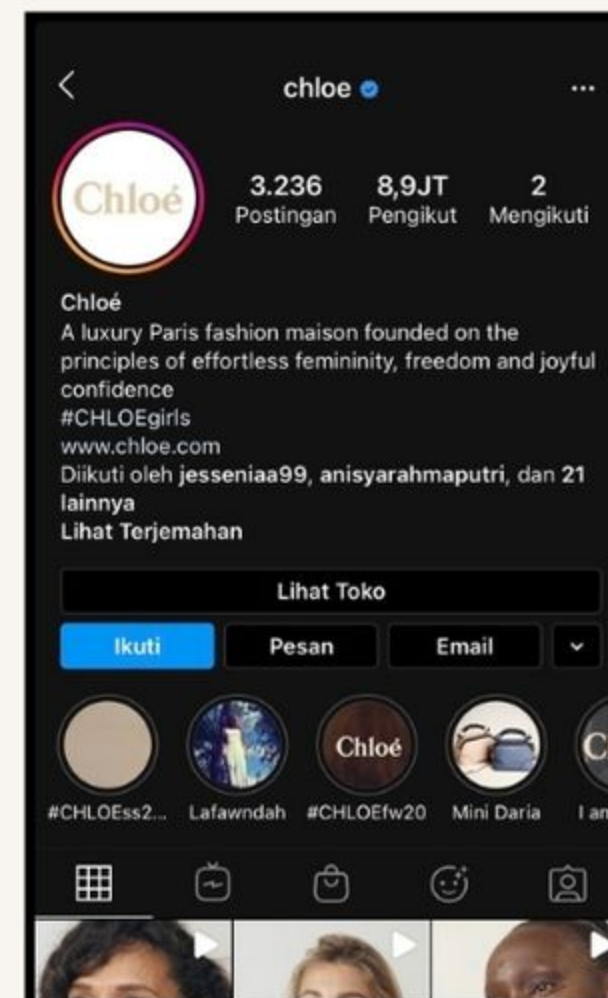
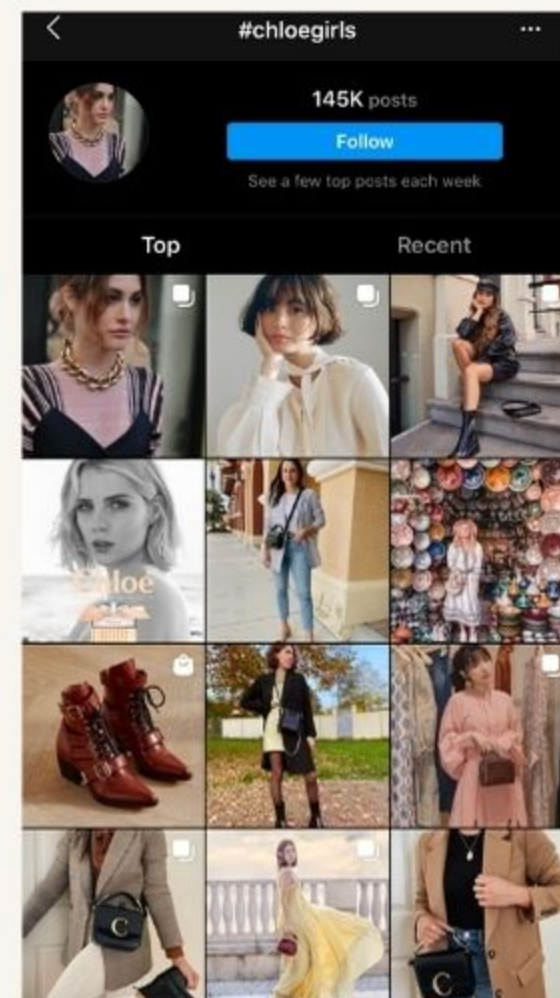
## Website chloe.com



## Youtube chloé



## Instagram chloe #chloegirls



# MARKET SEGMENTATION



## **Consumers**

upper class female consumers between 20 - 40 years old, educated, intellectual with a high income. striving, enthusiastic, empowered, independent, and liberated, yet feminine and romantic. doesn't think of herself as fashionable but she is stylish following the brands focus on internal style over fluctuating trends, university educated, residing in urban or suburban area, nationality and religious background.

## **Price**

Chloe as a brand uses premium price strategy, this strategy entails setting the price of the product/ services higher than that of similar on the market. For Chloe the brand is able to maximize profits due to the consumers being happy to pay more for the quality and brand message projected by the Maison. In addition, the house of Chloe is unable to save on cost by producing high volumes of stock due to the luxury title of the label, mass production would weaken the brand's prestige.

## **Promotions**

Chloe advertising through billboards, magazines, TV advertisement, social media advertising. The public relations through celebrity endorsement, their sales promotion by promoting only offered to newsletter and subscribers. Product placement of Chloe is supplying celebrities with clothing in order to heighten brand awareness. Chloe branding identity is evident in the layout and decorations of the stores, packaging, point of sale, advertising campaigns and social media.

gender : women , young women

age : 20-40 years old

occupation : intellectual with high income ( could be  
business women, fashion bloggers, fashion youtubers, etc)

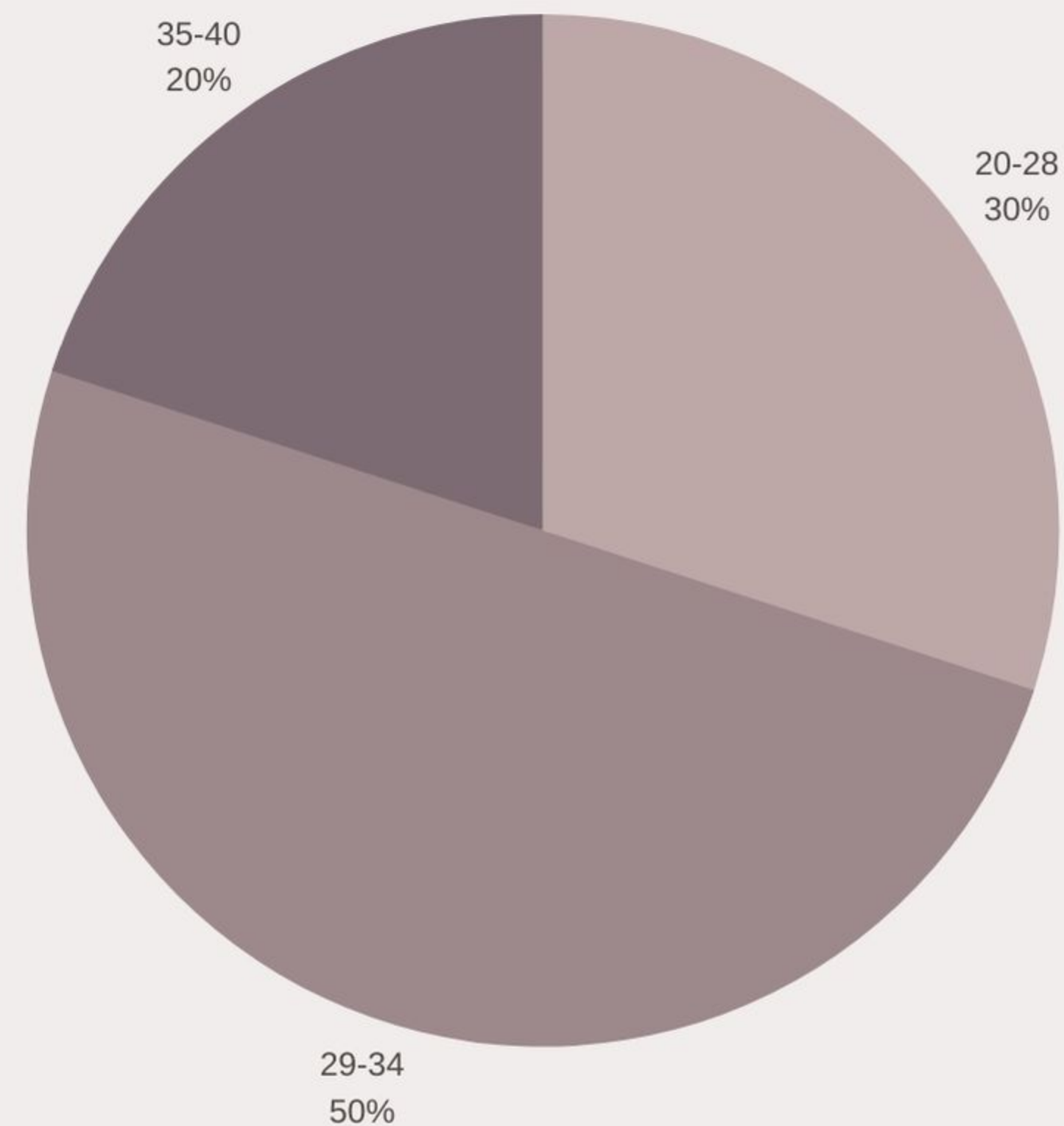
annual income : above average

age of group customer

20-28 30 %

29-34 50 %

35-40 20 %





## UNIQUE SELLING POINTS

Chloé's unique selling point is the relatable nature to the brand, the use of models only within their clothing advertisements, over that of celebrities, makes the clothing seem more wearable for day to day life rather than the glitz of show business.



# SWOT

(STRENGTH, WEAKNESS, OPPORTUNITIES,  
THREATS)

## Strength

Chloe has strong brand equity, known for their brand loyalty financial resources, look, fragrance range, appeal, image, brand loyalty, ready to wear range high price point causing high desirability, established brands Chloe has strong internet presence,

## Weakness

the weakness of Chloe is lack of marketing, very exclusive sales, their price strategy not accessible to the working classes who are unable to afford the high price points, brand awareness in the general population due the high price points deterring people interstate's.

## Opportunities

new range such as children's range, men's wear range for doubling target market size. expand their marketing campaign like sponsor more events to increase brand awareness, more invasive and contemporary advertising appealing to a new type of consumer, sales, offers.

## Threats

economic state such as recession, brexit. competition new collection, counterfeit products, loss of working class sales, competition from other leading luxury brand such as Celine, Louis Vuitton, etc.



# COMPETITORS ANALYSIS



## Direct Competitors

### TORY BURCH

Price range : \$300- 3500

#### Strength

Tory burch features a loyal customer fan base, strong brand identity and image due to their well known, tory burch have strong media platform for launch their collection, logo, tory burch extend their personal aesthetic to their brand and allows customer to feel a sense of connection to their brand.

#### Weakness

Tory burch price are not stable and often vary from high to low, limited size range, possible dilution of brand's exclusivity factor by selling at target and other mass retailers, has yet to expand into menswear, as well as kidswear.

#### Opportunities

Young brand with the chance to branch out to other nations, retail locations as well as markets, introduction to new market with new customer, entering the world of haute couture, rewards and loyalties programs to enhance customer loyalty

#### Threats

Economic recession, many fakes and knock off have been made and it ca be easily duplicated, threat of other well recognized luxurious brand entering the same price range, quickly changing markets and customer's tastes.



**chloé  
shirt dress  
\$5,426**



**Tory Burch  
shirt dress  
\$482**

# Direct Competitors

## CELINE

Price range : \$600-5000

### Strength

Celine is known for their fabric development, strong silhouettes and hand craftsmanship. Their product offering being ready to wear, footwear, leather goods and accessories. Celine and Chloé are close competitors providing similar French collections with similar ethos. Celine exudes luxury brands and code collaboration does not weaken the brand but enhance the uniqueness of the brand to build brand identity.

### Weakness

Esoteric collaboration, Doesn't build client or seek new customers. Doesn't offer a brand extension, preference for privacy from all involved in collaborations.

### Opportunities

Ability to continue retail design in Celine's stores worldwide, continuous to build brand identity and familiarity worldwide, build momentum in the press due to her eccentric ways.

### Threats

Celine doesn't have e-commerce in a world where technology is key may hinder the brand, disregard for working with other fashion brands could exclude Philo from finding new client, exclusivity of the label.



**Celine  
shirt dress  
\$2400**



**chloé  
shirt dress  
\$5,426**

## ZIMMERMANN

Price range : \$300- 3000

### Strength

Strong brand identity and presence particularly in the Australian market, strong social media presence with a majority of the marketing and promotion of the brand achieved through influencer and celebrity marketing.

### Weakness

The biggest weaknesses of Zimmermann is availability. The brand currently only has 3 stores operating in 3 countries, the style and aesthetic of designs are very similar each season, little room for variation, very predictable and boring for customers.

### Opportunities

Global expansion is the largest opportunity available for the Zimmermann brand. They have exceeded their brand presence in the Australian market and been very successful at that. They now can replicate that success in the global market and expand the business.

### Threats

The availability of e-commerce has enabled a higher degree of competition. The higher price point also causes a barrier for many consumers who can't afford the brand. This has resulted in many "rent a dress" programs which is a threat to Zimmermann's control of the brand image.



**zimmermann  
midi dress  
\$497**



**chloé  
midi dress  
\$4,060**

# Direct Competitors



Price range : \$800 – 20000

#### Strength

Rich history and culture, superior craftsmanship, largest luxury brand with exclusivity, strong presence in leading commercial.

#### Weakness

Limited customer, risk of brand dilution, clothing not as well known as handbags, expensive price.

#### Opportunities

New image revamps, continuous innovation, and support, growing market for luxury goods in asia pacific countries.

#### Threats

Intense competition, rising advocacy against the use of animal skins, proliferation of counterfeiting poses the biggest challenge.



LV  
mini skirt  
\$1620



chloé  
mini skirt  
\$1,160

NEW YORK BAL HARBOUR LOS ANGELES  
SOUTH COAST PLAZA LAS VEGAS  
CHLOE.COM



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# TREND BOARD



## Intimacy of Real Life

**Trend summary**  
 maximalist 70's way with trippy color and pattern, it is minimized and contemporized to more modern approach and wearable.

shoes:  
 - leather heels

accessories : metal and stone

### key pieces :

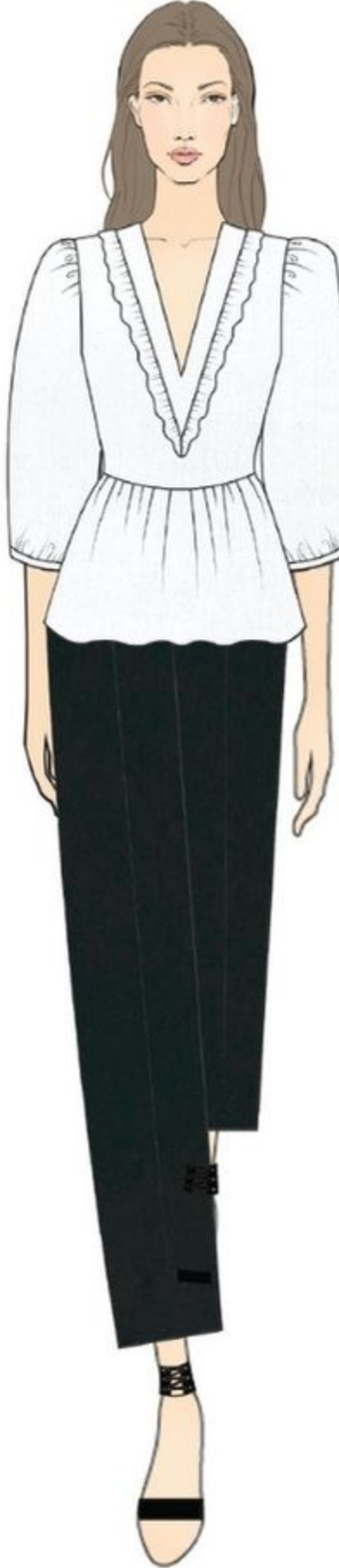
top/dress:  
 - relax blazer  
 - shirt dress  
 - lace tank top  
 - loose fitting dress  
 - sweater  
 - blouse

bottom :  
 - baggy jeans  
 - maxi skirt  
 - mini skirt  
 - drapery skirt  
 - bell bottom trousers  
 - oversized trousers

# MOODBOARD



# ILLUSTRATION





# Beauty In Utility collection of Chloé

