



Chloé

Le Jardin Bohême

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An interactive experience inspired by
the Autumn / Winter 2025 collection

Table of Contents

Introduction

Landscape Analysis

Situation (brand) Analysis

Strategy Objectives

Target Consumer Segment

Strategy Marketing Mix

Measuring Success

Introduction

Possibly the most coveted invite of the Autumn / Winter 2025 season, Chloé, by designer Chemena Kamali was inspired by the bohemian aesthetic of the 1970s and work of photographer, Guy Bourdin. Kamali referenced former Chloé creative director, Karl Lagerfeld on numerous occasions, creating a floaty, delicate collection, juxtaposed with victorian inspired designs and fur accents. (Mower, 2025)

With light fabrics like chiffon and silk muslin, the models swanned down the runway, their fairy-like looks flowing about.

The collection was presented in a neutral, minimalistic room with mirrors on the walls, the focus was solely on the looks, with no theatrics distracting from the designs.

The collection told the story of a British aristocrat living in her castle, wearing Chloé's flowy designs along with animal furs and Victorian era jackets to create a bohemian look that is instantly recognized as Chloé. (Mower, 2025) The woman would frolic and explore her vast, manicured gardens as her delicate, flowy clothing blows in the wind.

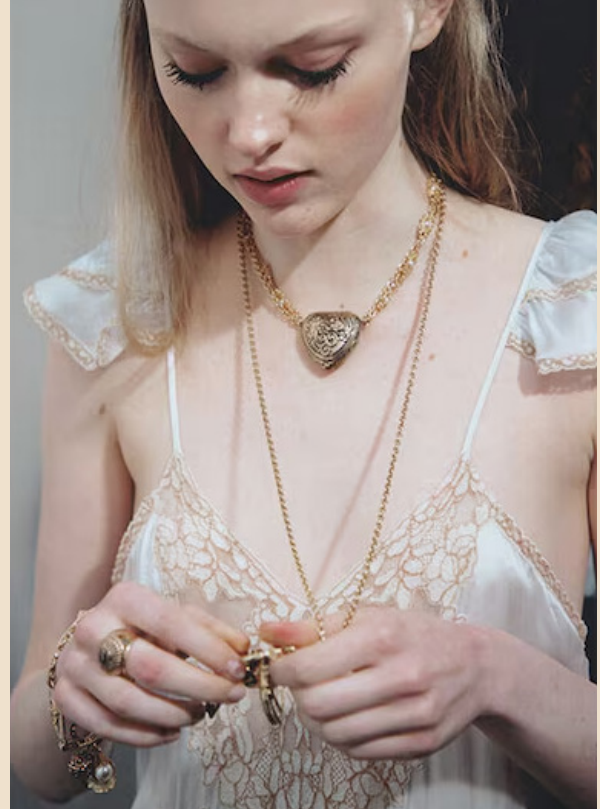
For my project, I have proposed a brand activation at a pop-up store located near the Chloé flagship in Paris.

The pop-up activation would be based on the collection's femininity and 1970s bohemian aesthetic. The flowers would represent the beautiful, delicate, feminine nature of the clothing presented on the runway.

Introduction

The pop-up would play with the theme of the British aristocrat who lives in a castle, frolicking around in her regal gardens picking flowers. The guests would channel the girl in this story by having their own flowers to pick, envisioning themselves as the same girl Chemena Kamali envisioned for the Autumn / Winter 2025 collection.

After walking down the pathway and picking flowers of their own, the guest would enter a cutting room, where they would cut and wrap their flowers in Chloé branded wrapping paper.



Landscape Analysis

The idea of a luxury brand creating a pop-up activation open to the public is not new. Brands have been holding events like this for decades. However, in the past 3 years this concept has exploded in popularity. In the age of social media post-covid, brands have learned that their audience wants to associate themselves by attending these activations open to the public. (Wieringa, 2024) Young people often aspire to be influencers, and post themselves at events that make them seem more socially relevant than they actually are.

While activations are plentiful, that is with good reason. Events like this create millions of impressions through organic content creation. Brands do not have to pay influencers to promote them; the general public posts this organically.

A recent example of a brand activation was the *Prada Beauty Paradoxe Virtual Flower Lab* in New York City during fashion week in September of 2024. (Paris Select, 2025) The event invited attendees to have 3D body scans made of themselves, After they had their body scans taken, the images were sent to them, allowing the photos to be posted to their social media accounts. The activation also featured augmented reality, where attendees could create their own virtual flower bouquets inspired by the fragrance the event was promoting, creating an exciting, innovative technological aspect of the event.

Landscape Analysis

At the end of all of this, the guests were given a monogrammed keychain, and small bouquet in branded wrapping paper. This alone caused lines of people down the block, waiting hours to have their photos taken, and keep a small leather good that couldn't have cost more than \$15 to produce.

Another brand activation that caused hour long lines, was the Chanel diner experience; promoting their Chance fragrance line. The event was held in a vacant 1950s diner in Brooklyn. Chanel redecorated the space in pastel colours and branded accents. attendees would be able to order drinks in their seats, then were ushered to the attached room which acted as a set for a photoshoot. They erected a professional photo machine, which would produce GIFs and Images, which were branded with the Chanel logo, then emailed to you. (Steinberg, 2023)

These events are different from the extremely popular designer cafés. They differ because the pop-up activations only exist for a limited time, and do not charge the guest for products like the cafés do. They contrarily give out small items for free.

These pop up activations are popular for a reason. The brand will generally announce these activations on their social media accounts and website, and the press and public spread the news on their own. The revenue created from the volume of organic content made far usurps the costs brands would spend on these events themselves.

Situation Analysis



Spring / Summer 1958

Situation Analysis

Chloé was founded in 1952 by the Egyptian designer Gabrielle Aghion. The label launched with six dresses “Inspired by what we wore in the sporting clubs in Egypt,” Aghion said at the time. shortly after her 1945 arrival in Paris.” (Binlot, 2023). Gabrielle saw a gap in the market where she knew there would be great potential: luxury ready-to-wear clothing held to a higher standard. This new concept was a bridge between haute couture and ready-to-wear, allowing clients to purchase ready-made items of extremely high quality without paying haute couture prices.

While this concept of ‘pret-a-couture’ was revolutionary, her incredible designs are what put Chloé on the map. Aghion designed clothing that made woman feel strong, yet still feminine.

Other brands at the time were either creating masculine presenting womenswear with an emphasis on comfort like Chanel, or ultra feminine, wasp-waisted silhouettes that were not practical.

In 1964, Gabrielle Aghion hired respected designer, Karl Lagerfeld to design for her house. Karl did a phenomal job playing with the house codes and creating elements that reflected Gabrielle’s Egyptian heritage.

Situation Analysis

Karl took a break from Chloé to focus on his role as creative director at Chanel. During his break, the talented Martine Sitbon held down the fort and began to introduce younger, more culturally relevant themes into the collections (while staying true to the brand's bohemian heritage), bringing the brand into the 1990s

After Karl's second tenure at Chloé, Stella McCartney took over, making the brand hot by introducing her celebrity peers to her new collections. After McCartney, the renowned Phoebe Philo had a brief stint, before Paulo Melim-Andersson's disappointing who presented collections which were not met with support from critics or sales.

Then came Hannah MacGibbon, Claire Waight Keller, Natacha Ramsay-Levi, and Gabriella Hearst. All of these women maintained Chloé's aesthetic

After this, the uber-popular Chemena Kamali took the helm. Kamali completely commanded the attention of the fashion crowd. Chloé is arguably the most coveted invite of Paris Fashion Week.

Situation Analysis



Autumn / Winter 2025
Look 5

Situation Analysis

Kamali's aesthetic at Chloé is ultimately rooted in femininity. Florals were seen in 72% of the looks of the Autumn / Winter 2025 collection (Mower, 2025). Whether embroidered, printed, beaded, or most commonly woven into delicate lace, the motif is at the core of the collection.

The perfect way to honour the spirit of the collection and create brand awareness would be the proposed pop-up event. It would immerse the guests into the World of Chloé's Autumn / Winter 2025 collection.



Autumn / Winter 2025 Shoulder Bag
Featured in Looks 8, 24, 26, 29, and 40

Situation Analysis

P.E.S.O

To create buzz for this activation, there would be a private event held the day before for press and influencers to attend and document the experience. The week before the event, Chloé would announce on their website, mailing list, Instagram and Instagram accounts (this would fall under the 'shared' category of PESO). To grow the audience of the announcement, they would give a paid exclusive to WWD (Which falls under the P of PESO) outlining the event and how it relates to the collection.

At the private event, press from currently relevant publications like Vogue, Harper's Bazaar, L'Officiel, and Interview, would be invited, alongside an array of luxury-focused influencers. Tamara Kalinic, Xenia Adonts, Emili Sindlev, Bryan Yambao, and Tina Leung are the larger names of the influencers who would attend, and they would be the only ones paid and dressed in full looks. The influencers with slightly smaller audiences would be loaned a bag from the collection and attend with no cost associated (besides courier fees) to reach more niche audiences.

Situation Analysis

P.E.S.O

The expectation is for all of the influencers in attendance to post some sort of story or post, whether they would be paid or not. The small influencers would fall under the 'earned' category of PESO, as there are no payment associated.

When opened to the public, the guests will likely create organic posts on social media, as the public generally wants to feel like they are part of the VIP crowd associated with the brand. This falls under the 'shared' section of PESO.



Autumn / Winter 2025
Look 9



Autumn / Winter 2025
Look 1

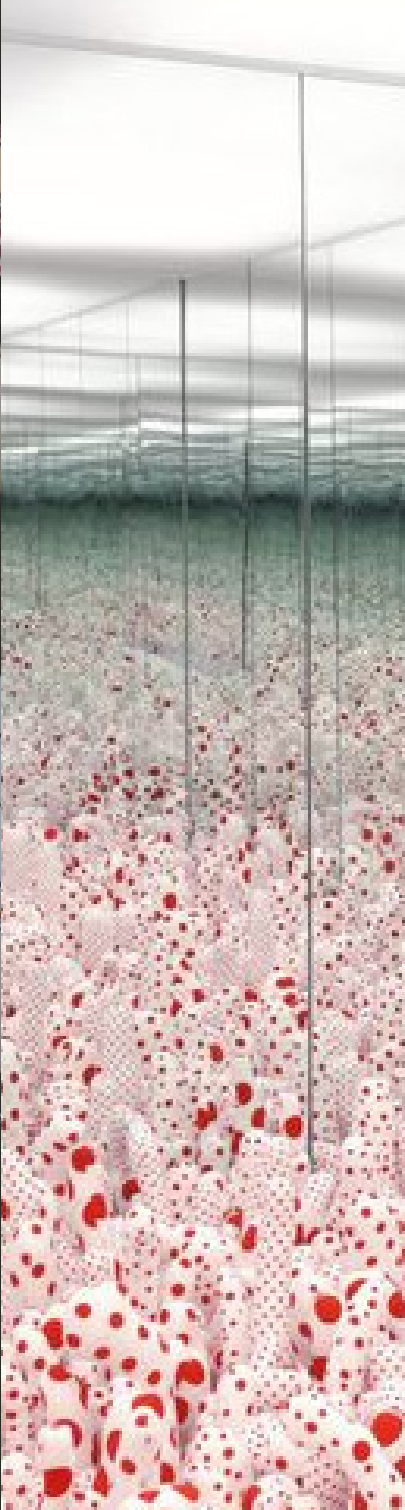


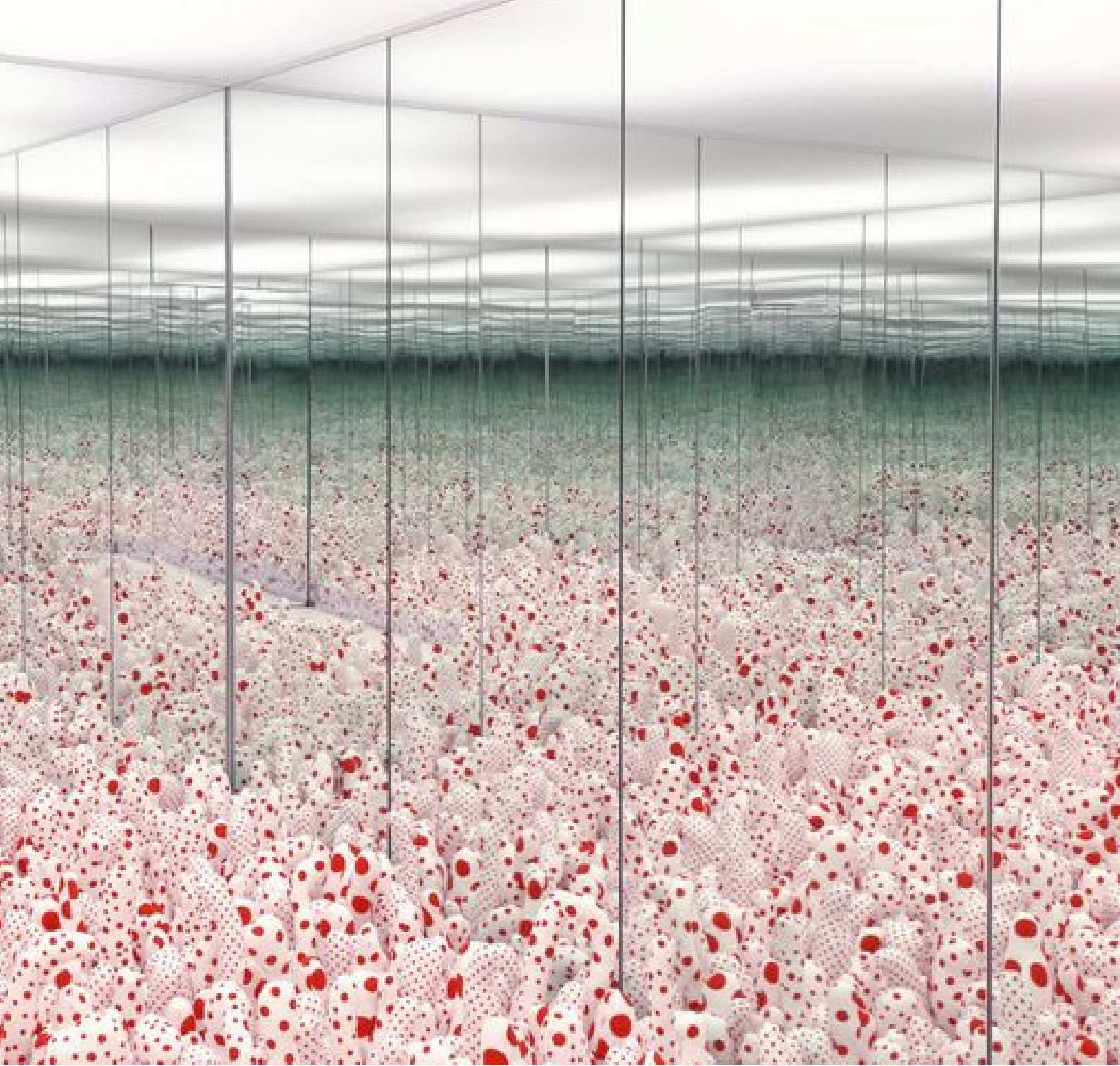


VERA WANG
Vestido de manga
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Enrich para Amelita
(sólo de elec. para
oro y cristal de Swarovski
de gemas (900 €),
gemas (8.075 €),
de oro y ámbar
(4.500 €).



Bohémienne





Strategy Objectives



Autumn / Winter 2025

Strategy Objectives

This event is obviously going to be a large expense for Chloé to take on as a brand, so the rewards have to be worth it.

There are two main objectives for this activation to achieve; to create brand awareness, and to generate sales for the Autumn / Winter 2025 collection.

Chloé as a brand is a well-known name in the fashion industry. For the rest of the World, some people may only recognise their fragrances or handbags. This event aims to spread awareness to the fashion lovers and general public in two different ways.

People who are interested in fashion probably know about Chloé as a brand, however, a large portion of them are unaware about the new rebrand they are doing under their new creative director, Chemena Kamali. Creating a garden that replicates the inspiration Chemena Kamali cited for the collection, it brings a stronger understanding of the new direction the brand is currently going. When it comes to the influencers / VIPs, they will all be wearing some form of Chloé item, whether it be a loaned handbag, or gifted runway look, giving more insight to the products the brand is currently producing. People who are not interested in fashion will see this event plastered all over the internet through the earned social media posts created by the public guests the day after the private event.

The second objective of this activation would be to produce sales for actual clients of the brand. The timing of this event is key. The event will happen right after the first delivery of the Autumn / Winter 2025 collection. By consuming all of the media produced around this collection, clients have a clear idea of what garments are newly available in store.

Target Consumer Segment

While this activation will generate impressions to the overall public, the consumer we are mainly focusing on are Women. The woman we aim to generate sales from lives in a large city which has some sort of a fashion scene. Due to the high prices of the items, (Which have recently been raised even further after the appointment of Chemena Kamali) the woman makes between £177,000 and £297,000 after taxes. This income range allows the person to spend 10% of their post-tax income on clothing. The estimated average price of all 288 handbags currently featured on Chloé's website is £1,975. Handbags are generally the best selling category of any luxury brand, so this would allow the consumer to purchase around one average priced handbag +/- £500 per month. This woman has stylish, yet mature taste, and is between 27-45 years old. Because of the high salary, but interest in fashion and style, this woman likely works in a corporate job at a fashion or art company.





We Blossom
2025 Fragrances



m Together

ance Campaign

Strategy Marketing Mix

To promote their Autumn / Winter 2025 collection, Chloé will create a pop-up indoor flower field, inspired by the countryside gardens of the Victorian castles which the collection is based on.

In September of 2025, during Paris Fashion Week, Chloé will construct a temporary space near the flagship store on Rue Saint-Honoré. In this temporary space, Chloé will create an ambiance similar to the set of the collection it is promoting, with mirrored walls and overhead lighting. However, the main focus of the room is the ground, which will be completely covered in natural turf with real flowers, simulating the wild flower fields.

When guests enter the experience they are directed into the mirrored flower field room. Attendees will walk down a carpet in a bohemian print featured in the collection and pick flowers to take home with them. The space will have to be refreshed by workers every few hours, inserting new flowers so the next round of guests can pluck them from the ground.

After picking their flowers, the guests will walk through to a flower cutting room.

Strategy Marketing Mix

A simple room similar to a Chloé Boutique with white walls and travertine floors will have 6 cutting tables where the guests will trim and prepare their bouquets. The paper used to wrap the bouquets will be branded with the Chloé logo, and feature a tag which says 'Chlohémienne', a playful combination of the brand's name with the bohemian house codes the collection is so heavily inspired by.

This event will market itself by creating many photographic moments where attendees can take content for their social medias. Due to the pop-up's location, the Chloé boutique is right around the corner, and employees can direct guests over if they wish to shop products from the collection.

The timing of this event is extremely important, as it occurs right after the first delivery of the Autumn / Winter 2025 collection, and falls under Paris Fashion Week. So many people will be in Paris, and will all be able to purchase these new items while they are fresh in their minds after the experience.



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Cutting table

Cutting table

Cutting table

Flower
room

Door



Flower Fields

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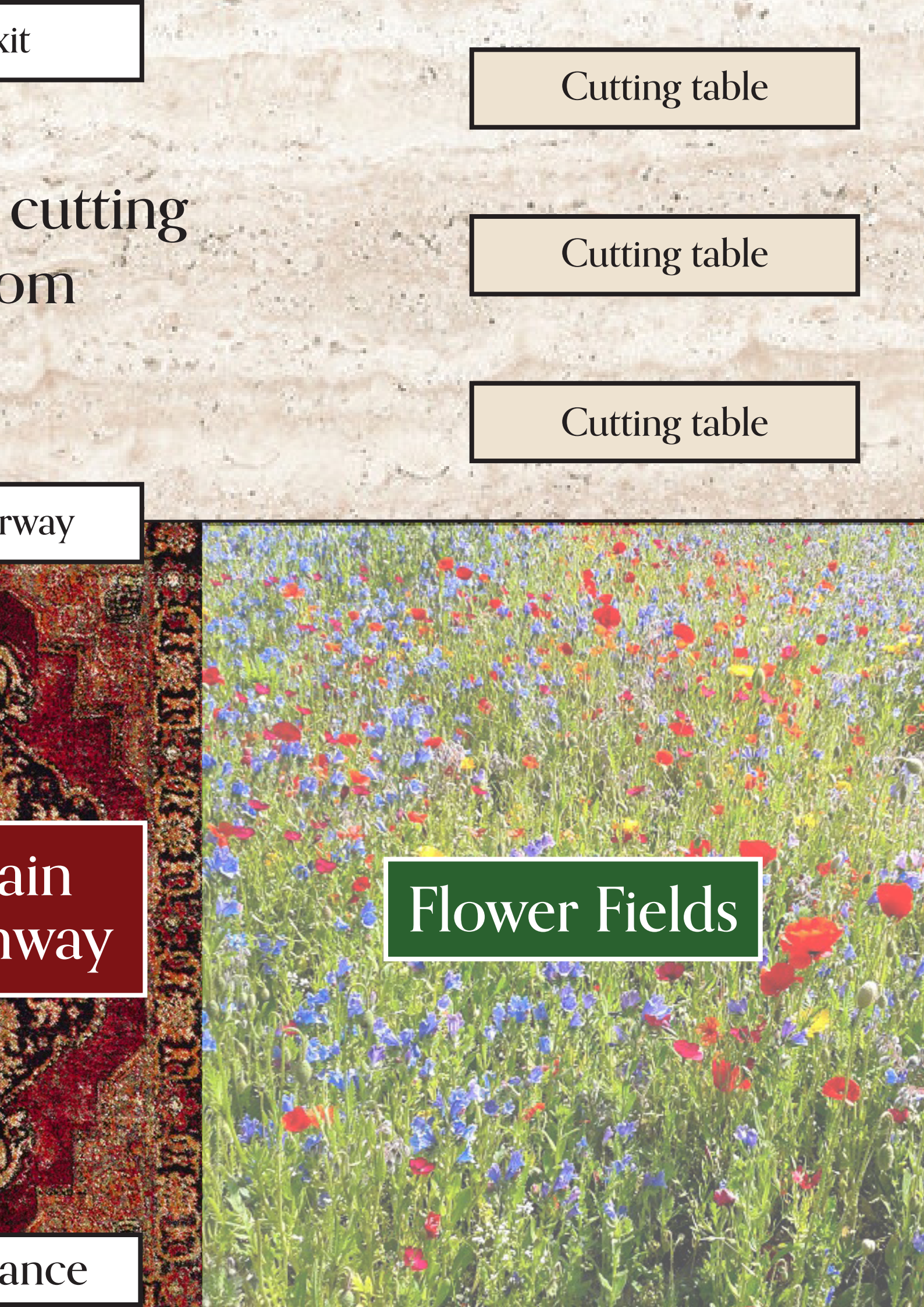
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Flower Fields

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Le Jardin



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Measuring Success

The main goal of this activation is to create brand awareness and highlight the new collection. To measure the success from this campaign, we need to focus on social media impressions and the general estimated media value.

To measure the EMV from the influencers and celebrities invited to the pre-event, we will create a campaign on the corporate software program 'Lefty'. Lefty creates a comprehensive analysis of how the posts and influencers are performing, which is how we will understand the effect of the content posted by VIPs.

To measure the general impact of the activation, we will compare the amount of posts using the hashtags #Chloe, #ChloeAW25, and #ChloeJardinBohemienne before and after the event. This will allow us to see the amount of posts created within this timespan.

It is difficult to measure the amount of sales related to this project because that is not the direct goal of the campaign, but the store in Paris can document the influx of customers the day of the event.

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