

Chic

by Chloé

F/W 25/26
Ready-to-Wear



Group Members

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Megatrends

The lowkey luxury mega trend represents a shift in the fashion industry toward understated elegance, where luxury is defined by subtlety, craftsmanship, and quality rather than overt branding or ostentation. This trend caters to a consumer base that values exclusivity and timelessness over flashiness.

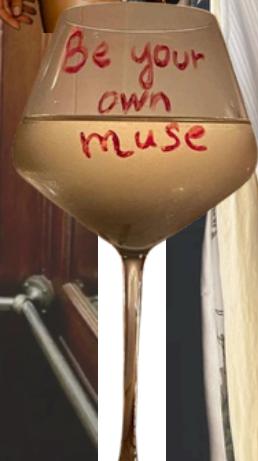
The bold minimalism mega trend in fashion merges the simplicity of minimalism with striking, statement-making elements. It emphasizes clean designs but incorporates standout features such as bold colors, unique silhouettes, and innovative materials. This trend appeals to those who appreciate the sophistication of minimalism but also want to make a confident, modern impression.

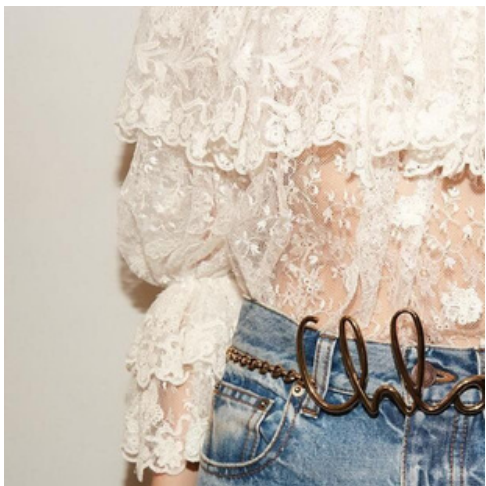
The personalization and customization mega trend in fashion reflects a growing demand for unique, tailored, and individual experiences in clothing and accessories. Consumers are seeking ways to express their identities through what they wear, prioritizing items that feel personal and one-of-a-kind over mass-produced goods. Technology, sustainability, and changing consumer values are driving this trend.

Lowkey Luxury

Personalization and Customization

Bold Minimalism





Chloé Current Collections

S/S 2025



F/W 24/25



Key Elements:

- **Jackets with interesting cuts, collars, and design details**
- **Layered sheer fabric with ruffle details**
- **Lace details**
- **Fringe**
- **Muted cohesive colors and pops of bright colors**

Trend Report WGSN & Style Direction

Fabric manipulation, with
draping and ruching
carrying over ---

----- Ornamental skirts:
applicable to all markets, the
ornamental skirt is a hook
for maximalist stories

-- poncho silhouettes
and cape details

--- Utilise sensual
textures such as
Sheer and High
Shine Satin

Underwear Outerwear ---

--- Shawl-like constructions

-- layered silhouette, building
textures to create a new design
identity and sense of play

decorative trims and edges in
crochet, scallop edges, tassels,
cut floats or fringing --

statement sleeves ---



-- bubble hem



A/W 2025/26 Color Analysis



Sea Kelp

communicates luxury
& wellness



Olive Stone

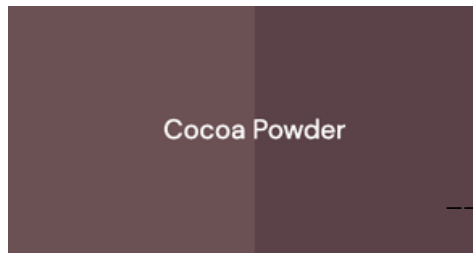
grounding darks and soft neutrals



Wax Paper

the new neutral

sophisticated and timeless



Cocoa Powder

a mix of muted pastels

key neutral in lowkey luxury



Italian Clay

elevated earth tones

pearlescent pastels



Future Grey



Pink Frost

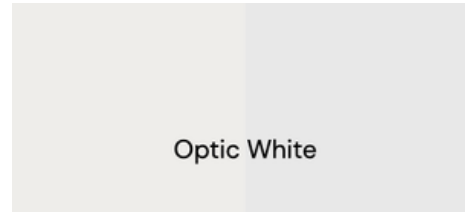
muted pinks



Blue Aura



Soft Grass



Optic White



Cherry Lacquer

jewel tones



Nostalgic Pink



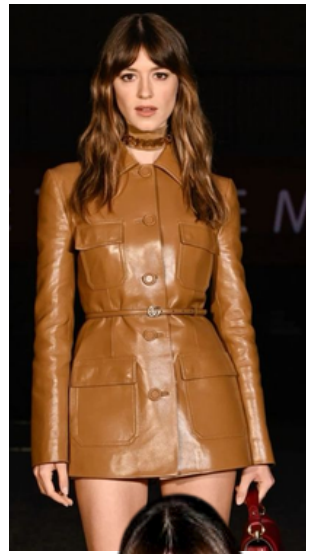
Sepia



Dark Olive



Dusted Ochre



Daisy Edgar Jones



Chloé is a brand aimed towards successful young professionals. Through our extension, Chic by Chloé we are aiming to reach young women that are prioritizing experiences and living aspirationally. We are for young women seeking the luxury market for the first time but need clothing that is affordable and versatile.

Target Market

Target Market: Young 20s – 30s

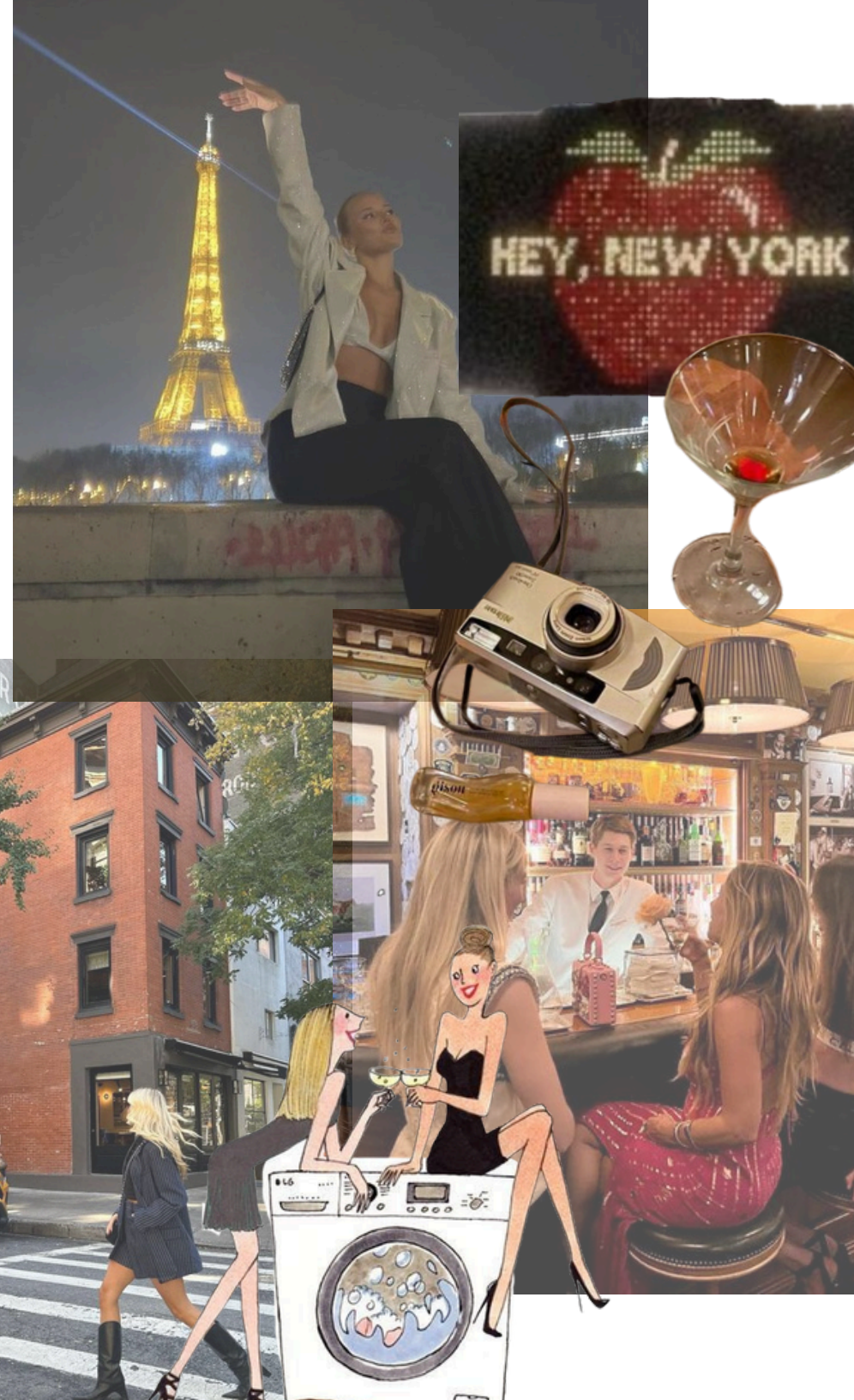
Hobbies/Passions: Live Music Events, Art, Photography, Content Creation, Travel

City Life

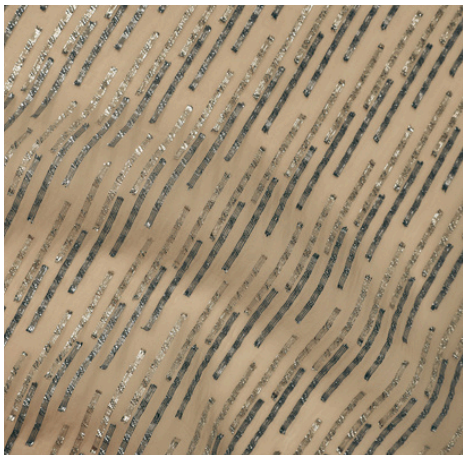
Effortless Fashion

Aspirational Young Women

Young Professionals/ Students



Fabric Direction



**luxurious laces,
silky and sheer fabrics,
along with rich textures to elevate and
enhance our design aesthetic**

**The fabrics for this Chloé brand extension
would be at the heart of its appeal,
offering a sense of luxury while
maintaining a youthful, accessible
aesthetic. The use of luxurious laces, silky
and sheer fabrics, and rich textures would
create a perfect blend of elegance,
modernity, and wearability.**