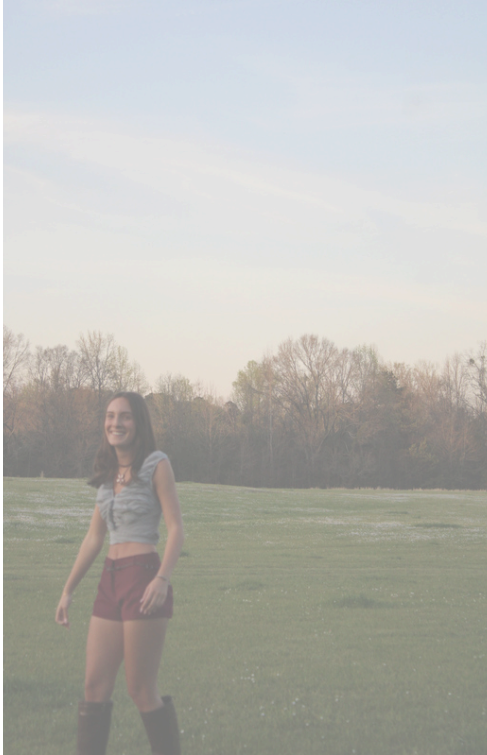
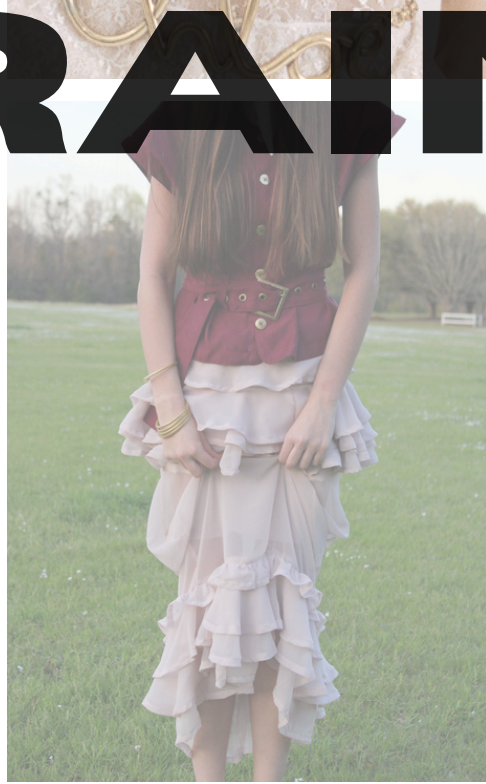


OFF-GRAIN

by
Chloé



F/W 25/26
Ready-to-Wear



400 Oxford Street (London)



93 Greene Street (New York City)



50 Avenue Montaigne (Paris)



8448 Melrose Place (Los Angeles)



30 Causeway Bay (Hong Kong)

Chloé



- Founded by Gaby Aghion in 1952 Paris, France.
- Chloé was the name of her close friend that she designed for.
- It is a French luxury fashion house, a true Parisian brand.
- Chloé has had some amazing designers over the years, such as Karl Lagerfeld and Stella McCartney.
- Currently, under the creative direction of Chemena Kamali.

- Chloé is known for its bohemian, feminine, romantic, and free-spirited aesthetic.
- Her pieces often feature flowing silhouettes, and delicate details.





Chloé's Mission and Philosophy:

To offer luxury fashion with a free-spirited, feminine essence, empowering women to express themselves with elegance, ease, and confidence.

OFF-GRAIN'S MISSION AND PHILOSOPHY:

To create elevated, effortless fashion for modern women who value style, sustainability, and substance—delivering timeless, versatile pieces that empower self-expression without the luxury price tag.

OFF-GRAIN

by
Chloé

Off-Grain differs from what Chloé offers now mainly due to price.

Price Point:

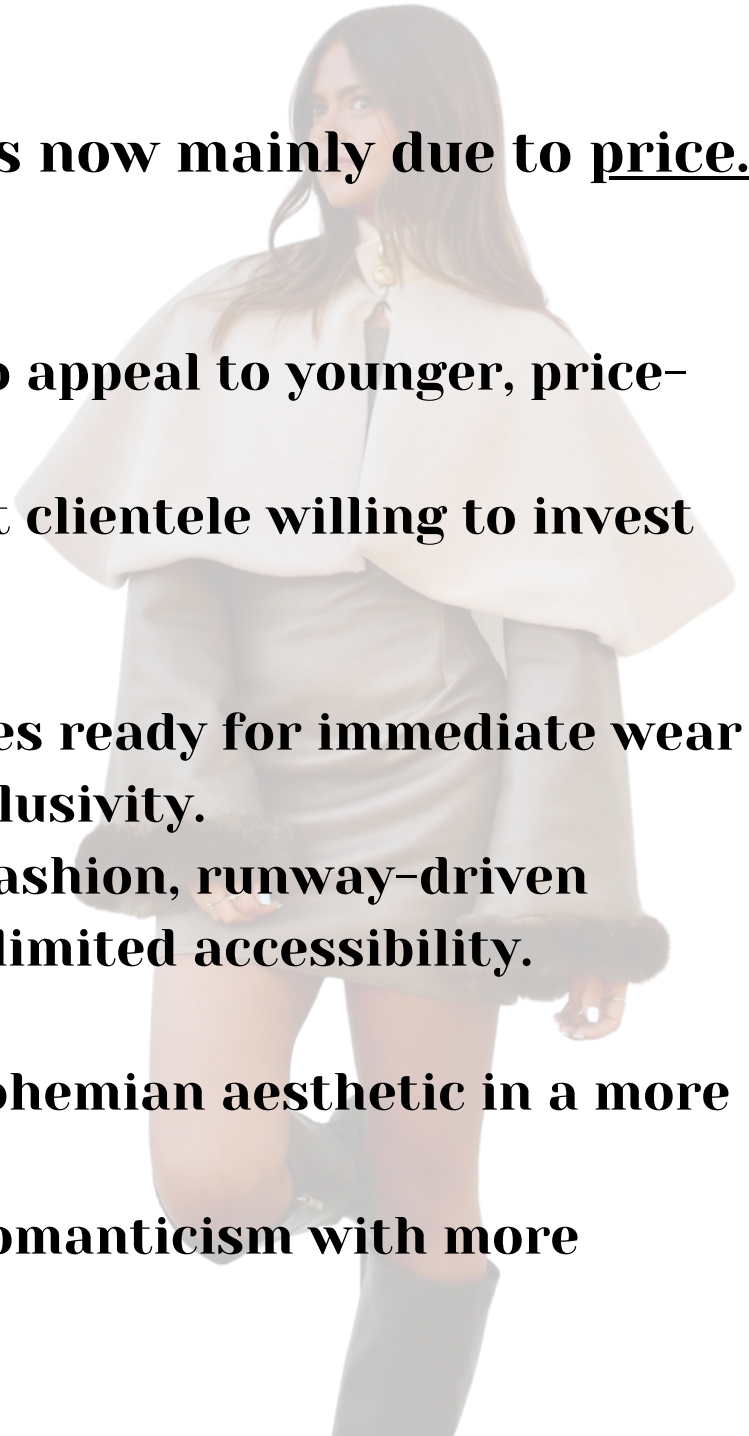
- Off-Grain is intentionally priced lower to appeal to younger, price-conscious consumers.
- Chloé's main line targets a more affluent clientele willing to invest in high-luxury fashion.

Ready-to-Wear Accessibility:

- Off-Grain offers versatile, everyday pieces ready for immediate wear —no custom fittings or couture-level exclusivity.
- Chloé's main line often leans into high-fashion, runway-driven collections with luxury price points and limited accessibility.

Modern Minimal Bohemian Style

- Off-Grain interprets Chloé's feminine, bohemian aesthetic in a more understated, refined, and practical way.
- Chloé's core collections often embrace romanticism with more embellishment and artistic flair.



Demographics

Age | 20-30's

Gender | Female

Income | \$80,000-\$100,000

Education | Bachelor's Degree or higher

Location | Metropolitan area

Psychographics

Personality | Aspirational, Creative,
Free-spirited, Feminine

Values | Sustainability, Craftsmanship,
Expression

Lifestyle | Work, Travel, Shop

Interests | Travel, Art, Photography,
Content Creation, Live Music Events

Potential Consumer Fit Problems

Our pieces need to be elegant and aesthetic while remaining comfortable and walkable for a busy lifestyle.

Our pieces need to balance a youthful and career-driven lifestyle.

Our pieces need to be versatile, as our target consumer would buy them as investments to their wardrobes.



TARGET CONSUMER

CHLOE SIZING CHART

Chloé

Chloe's website provides a sizing chart for their designer merchandise. The Off-Grain pieces follow the same measurement specifics for each size.

↓ Size Guide

Size	UK	US	IT	FR	JP	DNK	AUS
XXS	6	2	38	34	5	32	4-5
XS	8	4	40	36	7	34	6-8
S	10	6	42	38	9	36	9-10
M	12	8	44	40	11	38	11-12
L	14	10	46	42	13	40	14
XL	16	12	48	44	15	42	15
XXL	18	14	50	46	17	44	16
3XL	20	16	52	48	19	46	17

UK - United Kingdom, US - United States, IT - Italy,
FR - France, JP - Japan, DNK - Denmark, AUS - Australia

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





FABRICS

Faux Leather, 100% Upholestry Vinyl

Wool, 100% Wool

Silk Crepe Chiffon, 100% Silk

Interlock Knit, 100% Cotton

**Brushed Cotton Suede, 80% Cotton; 20%
Polyester**





VALUE ADDED DETAILS



COLOR PALETTE

Color palette inspired by
WGSN Trend forecast for
Autumn/Winter 25/26.

Future Grey

F: Blond Wood

Sepia

Pink Frost

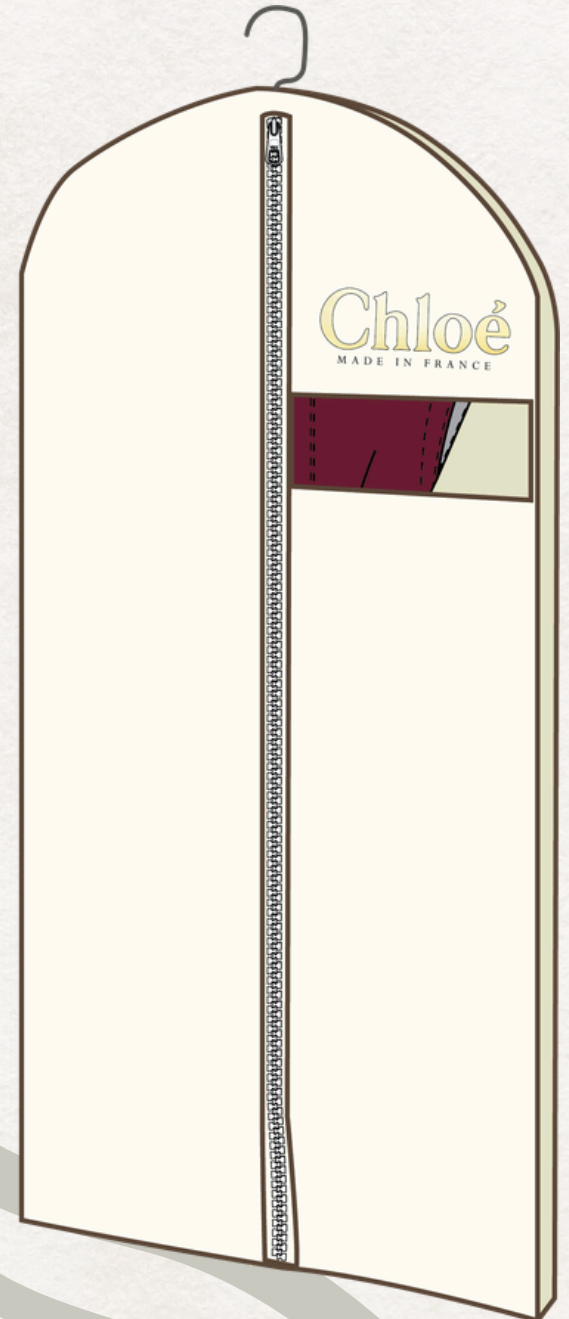
Transcendent Pink

A: Cherry Lacquer

Moonstone Blue



CUSTOM TAGS & PACKAGING



PRODUCTION LINE



SIGNATURE PIECE

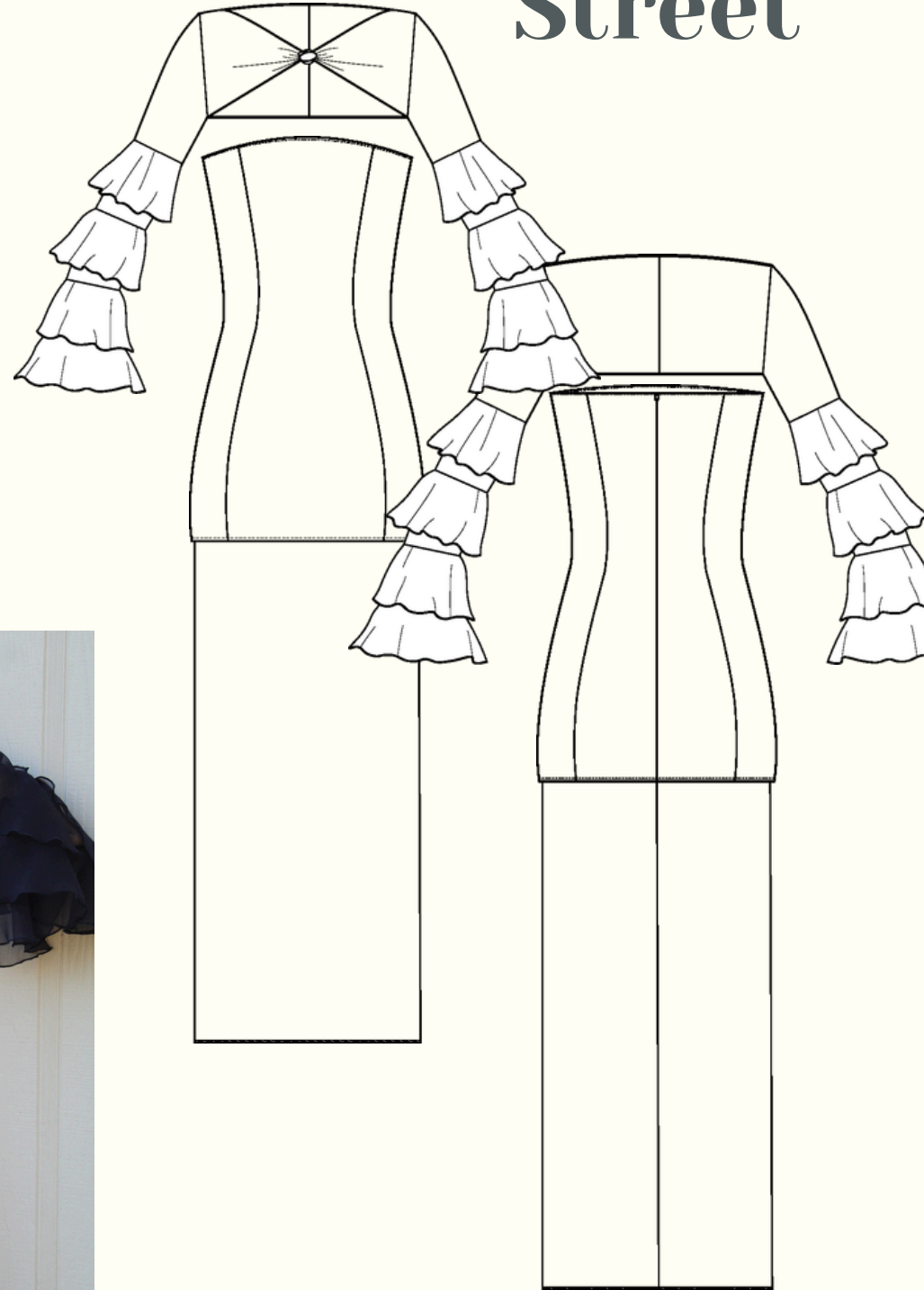
WE CHOSE TO DESIGN A WINTER CAPE COAT AS THE SIGNATURE PIECE FOR OFF-GRAIN BY CHLOÉ BECAUSE IT EMBODIES THE CORE VALUES OF OUR BRAND. IT REPRESENTS TIMELESS ELEGANCE, FUNCTIONAL ARTISTRY, AND A COMMITMENT TO FUN SILHOUETTES. A CAPE COAT IS NOT ONLY A STRIKING GARMENT VISUALLY, BUT IT ALSO BRIDGES THE GAP BETWEEN CLASSIC TAILORING AND MODERN FASHION. ITS FLOWING STRUCTURE ALLOWS FOR CREATIVE FABRIC MANIPULATION AND LAYERING, MAKING IT IDEAL FOR SHOWCASING CRAFTSMANSHIP AND DETAIL.



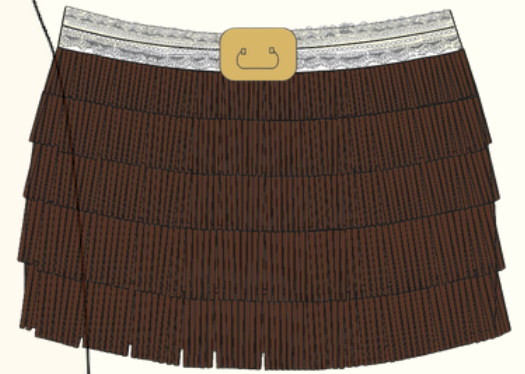
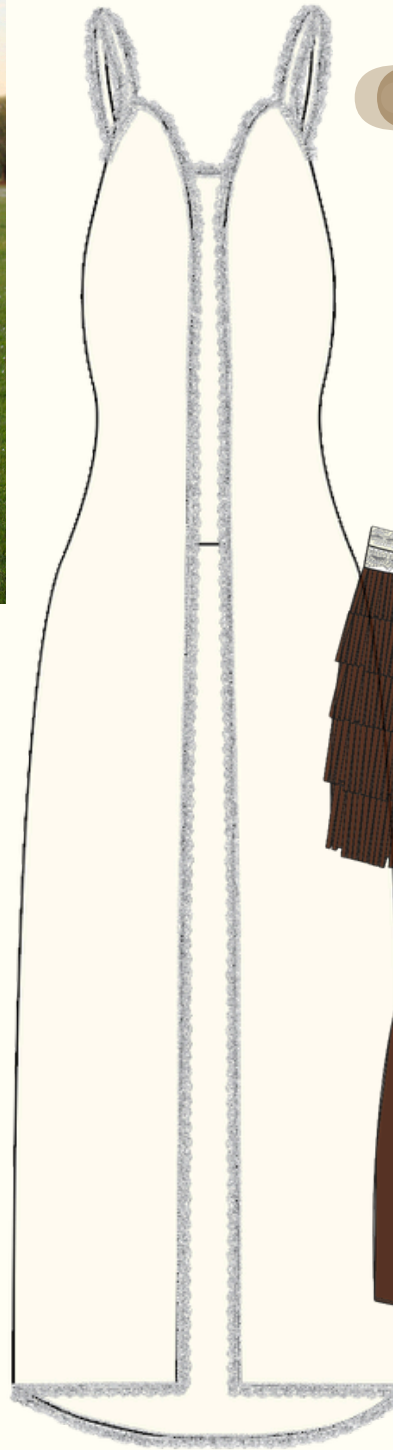
FEATURED COLLECTION

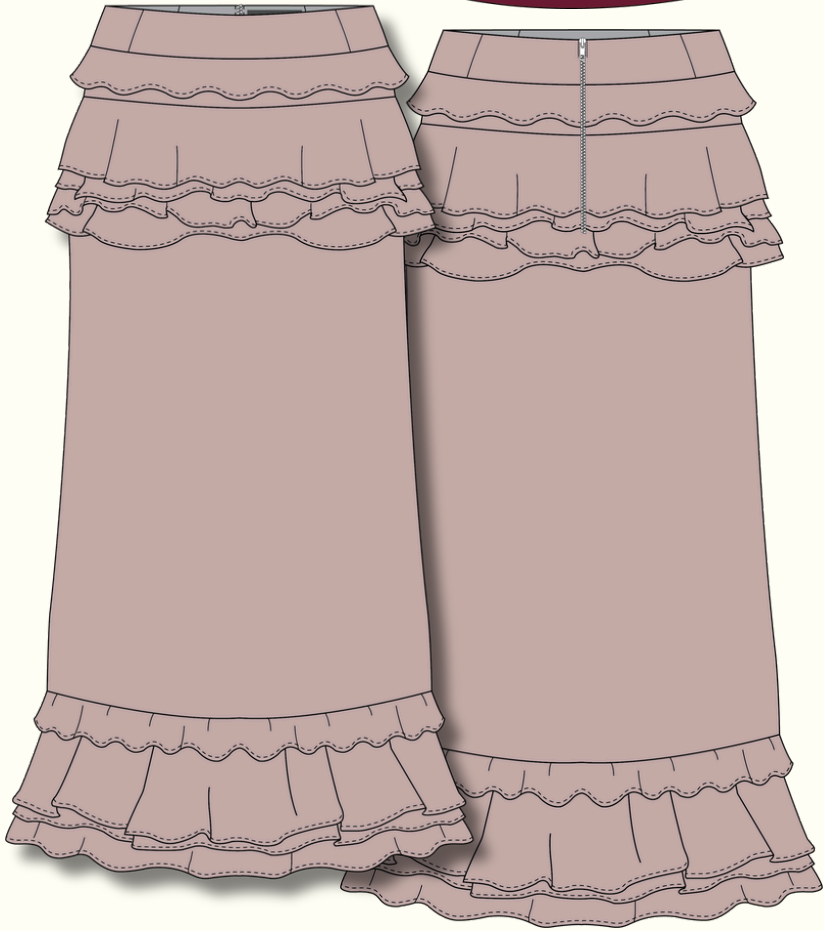


400 Oxford Street



GREENE STREET





50 AVENUE MONTAIGNE



30 CAUSEWAY BAY





8
4
4
8

MELROSE
PLACE



OFF-GRAIN

by
Chloé

x Daisy Edgar-Jones

A. Launch Teaser Phase (1–2 Weeks Pre-Launch)

Instagram Stories & Reels (from Daisy):

- BTS sneak peeks of fittings, fabric textures, or studio visits.
- Polls: “Which look would you wear on a film set/day out?”

Moodboard Post:

- Share Daisy’s fashion inspiration and how it ties to the line.
- Include sketches from Chloé and real-life sewing footage.

B. Launch Week (Main Drop)

Instagram Reel or TikTok: Daisy modeling 3–4 key looks from the collection.

- Styled “her way” to maintain authenticity.
- Location: dreamy yet grounded (e.g., countryside cottage, London street scene).

Main Feed Post:

- Personal caption from Daisy about her connection to storytelling and fashion.
- Include links to Off-Grain website or drop countdown.

C. Post-Launch Momentum

Behind-the-Scenes (IG/YouTube Shorts):

- Sewing clips by Chloe.
- Daisy visiting the studio, talking creative inspiration.

Q&A or Instagram Live:

- “Stitch & Chat” with Chloe and Daisy discussing fashion, sustainability, and artistry.

User-Generated Content Push:

- Repost customers styling the collection under #OffGrainxDaisy

D. Engagement Rate on Daisy’s posts (aim: 4–6%).

- Website traffic spike during launch.
- Conversion Rate: Track how many click through and buy via Daisy’s unique UTM.
- Follower Growth: Aim for 25% increase in @offgrainbychloe followers during campaign.
- Hashtag Use: Track #ThreadedMoments to measure user interaction and organic reach.



MARKETING PLAN

OFF-GRAIN

by
Chloé



STRENGTHS

- **Strong Brand Identity**
- **High quality**
- **Self Expression**
- **Appeals to fashion-conscious consumers who admire Chloé's aesthetic but at a lower price point.**
- **Signature Feminine & Bohemian Aesthetic**
- **Popular among young professionals and trend-conscious consumers who want accessible luxury.**

WEAKNESSES

- **Less Recognition**
- **Lacks Customer Loyalty**
- **Some designs lean too close to Chloé, while others stray too far into trend-driven fast fashion.**

SWOT ANALYSIS

- **Strong Competition from Contemporary Brands**
- **Changing Consumer Preferences**
- **Vulnerable to economic downturns, where consumers may opt for fast fashion or invest in higher-end brands instead.**
- **Risks getting stuck between luxury and fast fashion, struggling to retain customers.**

THREATS

- **Chloé's recent initiatives toward eco-friendly fashion and sustainability can attract conscious consumers.**
- **Growth in social media presence**
- **Competitive Price Point**
- **Strengthen Identity**
- **Global Market Expansion**

OPPORTUNITIES

Expensive

D&G
DOLCE & GABBANA

OFF-GRAIN
by
Chloé



ISABEL MARANT

MaxMara

Non-
exclusive

Exclusive

STAUD

Off-Grain by Chloé
is in the middle to
higher end to
create a sense of
affordability,
inclusivity, yet
still feel luxurious.

Non-expensive

OFF-GRAIN

by
Chloé

More accessible price points than Chloé's mainline.

Targets a younger audience with playful, trend-driven pieces.

Cost effective fabrics and more casual styles, catering to everyday wear.

Same romantic, effortless, and feminine aesthetic.

Bohemian silhouettes, draped fabrics, and soft tailoring.

Accessories that reflect Chloé's signature handbags and footwear.

Chloé

Expensive and exclusive - turning away a large consumer group

Targets an audience with a much more secure high income.

High-quality natural fabrics like silk, cashmere, wool, and linen, ensuring fluidity, comfort, and longevity in wear.

PRODUCT POSITION

Look.	Garment.	00	0	2	4	6	8	10	12
1	Strapless Dress	2	4	5	5	5	5	4	2
1	Ruffle Sleeve Cardigan	2	4	5	5	5	5	4	2
2	Maxi Top	2	4	5	5	5	5	4	2
2	Fringe Skirt	2	4	5	5	5	5	4	2
3	Suede Button Up	2	4	5	5	5	5	4	2
3	Ruffle Maxi Skirt	2	4	5	5	5	5	4	2
4	Cape Coat	2	4	5	5	5	5	4	2
4	Leather Dress	2	4	5	5	5	5	4	2
5	Micro shorts	2	4	5	5	5	5	4	2
5	Chiffon Blouse	2	4	5	5	5	5	4	2