

# OFF-GRAIN

by  
**Chloé**



**F/W 25/26**  
**Ready-to-Wear**

# OFF-GRAIN

by  
Chloé

**Off-Grain by Chloé is designed for the modern, effortlessly chic woman who values quality, craftsmanship, and timeless style without the luxury price tag. She is in her young 20s - 30s, living in metropolitan areas or stylish suburban hubs, with a career in creative, professional, or entrepreneurial fields. She seeks a wardrobe that balances elegance and ease—pieces that transition seamlessly from work to weekend, from city life to travel.**

**She appreciates brands like Chloé for their feminine, bohemian aesthetic, but she is also price-conscious and seeks elevated, versatile pieces that align with her lifestyle. Sustainability and ethical production matter to her, and she favors brands that prioritize responsible sourcing and craftsmanship. While she follows fashion trends, she gravitates toward investment pieces that exude understated luxury.**



# COMPANY MISSION



Chloé

**To create beautiful products while promoting social and environmental sustainability, and to support women's advancement. Operate as a Purpose-Driven Company: Chloé operates as a “Société à Mission” (Purpose-Driven Company). Chloé's mission is inspired by the legacy of its founder, Gaby Aghion, who believed in giving women the freedom to move and express themselves through fashion.**

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**Our consumer is in her young 20s to 30s, residing in an urban/metropolitan area. She is a creative professional, young executive, influencer, content creator, fashion-forward student, and/or women in the media, PR, marketing and design industry. She holds a college education and/or higher degree of education. She resides within the upper-middle class (\$50K–\$120K annual income) with a disposable income for premium yet accessible fashion.**

**She enjoys high fashion but seeks more affordable alternatives to luxury brands. Holds value in effortless, bohemian elegance, and classic-meets-modern silhouettes. Prioritizes quality and craftsmanship but seeks affordability. Desires a wardrobe that embodies sophistication, femininity, and versatility. Invests in timeless staples rather than fast fashion.**

**Supports brands with ethical and sustainable initiatives. Aspires to the effortless French-girl aesthetic synonymous with Chloé but at a more attainable price point.**

**Shes a girl on the go, traveling frequently and aspires to a jet-set lifestyle.**

**Interested in sustainability, ethical fashion, and mindful consumption. She is always keeping up with fashion influencers and digital content, following trends on Instagram, Pinterest, and TikTok.**



# CONSUMER PROFILE



RICHEMONT



# RETAIL

**Chloé offers a wide range of merchandise, including ready-to-wear clothing, handbags, footwear, accessories, and fragrances. Chloé operates as part of Richemont Group, a global luxury goods conglomerate. The brand is primarily sold in high-end department stores, specialty boutiques, and Chloé's own flagship stores. Additionally, its products are available through luxury e-commerce platforms like Net-a-Porter and Farfetch. Chloé has a strong presence in major fashion capitals such as Paris, New York, London, and Milan, catering to a sophisticated, fashion-forward clientele.**



# 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



Future Grey

pearlescent pastels



Pink Frost

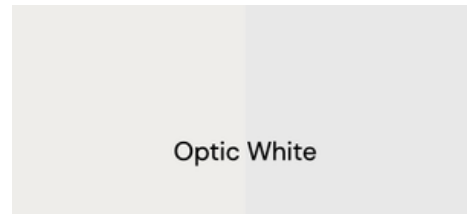
muted pinks



Blue Aura



Soft Grass

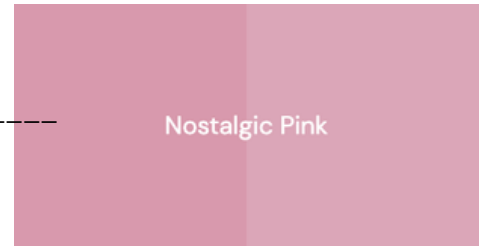


Optic White



Cherry Lacquer

jewel tones



Nostalgic Pink



Sepia



Dark Olive



Dusted Ochre

- Ability to Customize
- Precise Draping and Soft Tailoring
  - Craftsmanship
  - High Quality Fabric Choices
  - Feminine Silhouettes
  - Unique Hardware and Accents
- Soft, Earthy, and Neutral Color Palettes



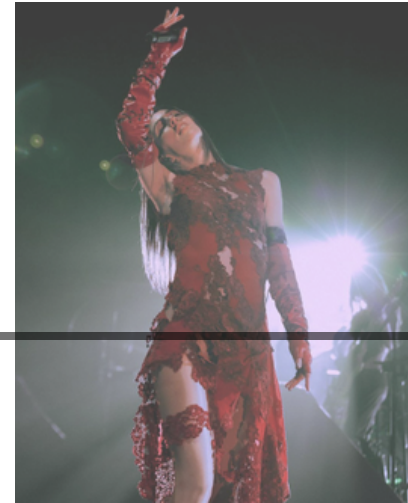
## **VALUE ADDED DETAILS**

- Effortless Elegance
  - Parisian Chic
- Fluidity in Production Lines
  - Eccentric detailing to add a luxurious aesthetic



# A/W 25/26 Design Capsule: Alt-Optimism

We pulled inspiration for the line from the “Feminine Grit” subsection of the A/W 25/26 Womenswear forecast called “Alt-Optimism.”



## TREND FORECASTING

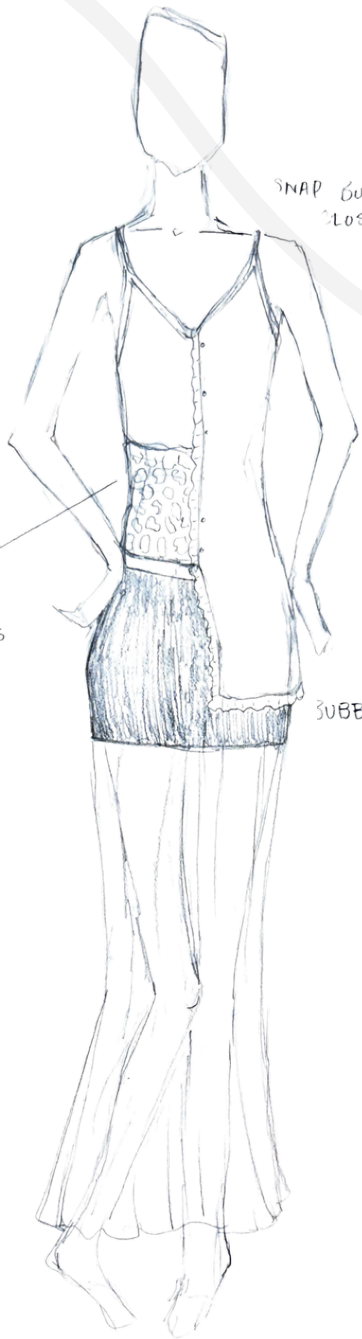
### Feminine Grit

The Concept of this trend is feeding more into darkness, resulting in an aesthetic that celebrates women who rebel. The capsule celebrates those who go against the grain.

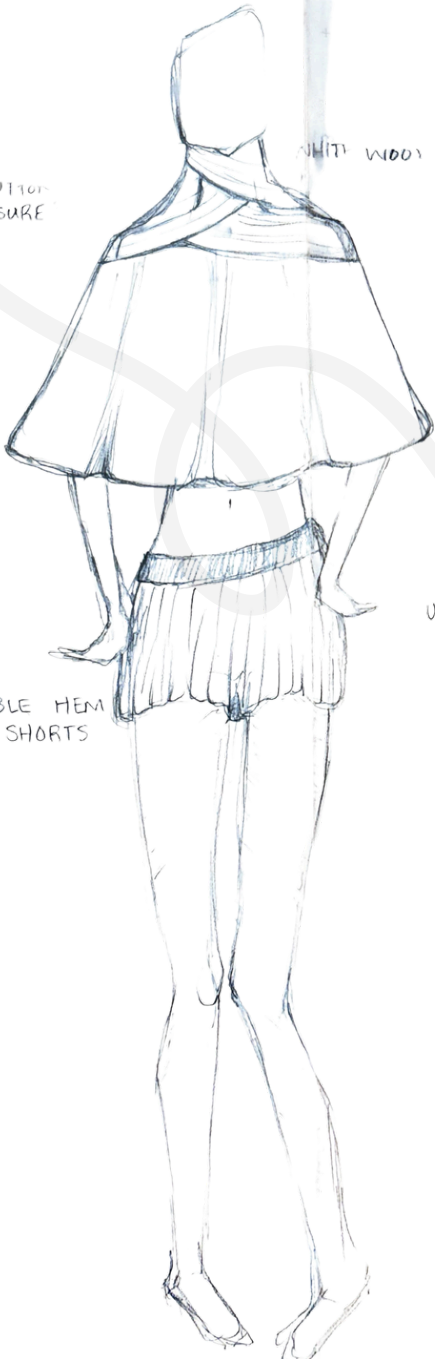
The Design Direction of this capsule feeds into dark, vintage-led romantic looks. The fabric and finishes are unpolished and worn in. Fabric is layered and designs have off-kilter placings and constructions.



# PRODUCTION LINE



SNAP BUTTON  
CLOSURE



WIDE WOOD

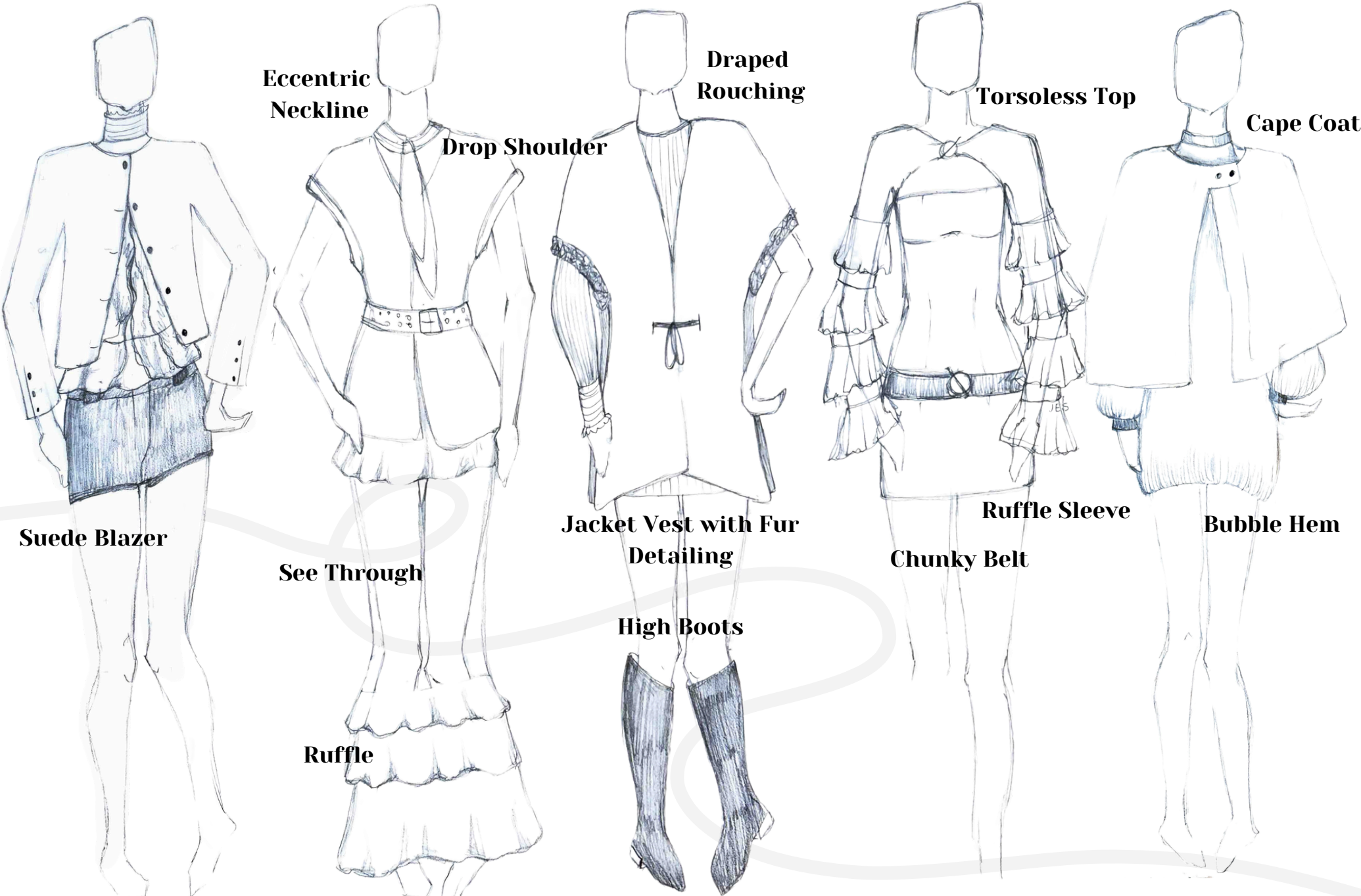
BUBBLE HEM  
SHORTS



UTIL



# THE KEY DESIGNS



**Eccentric Neckline**

**Drop Shoulder**

**Draped Rouching**

**Torsoless Top**

**Cape Coat**

**Suede Blazer**

**See Through**

**Jacket Vest with Fur Detailing**

**High Boots**

**Ruffle Sleeve**

**Chunky Belt**

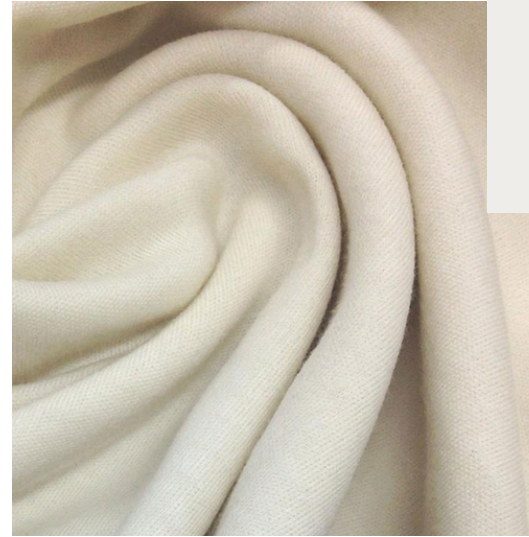
**Bubble Hem**

**Ruffle**

# FABRIC SHOPPING GUIDE

## Cape Coat:

- **White Wool or something that looks similar**
- **Silver or gold button snaps for the closure**



Optic White



Italian Clay

## Bubble Dress:

- **In my head the dress is made out of something this color and pleated. Maybe pleated leather?**
- **Lining fabric of similar color for inside of bubble**
- **Trim of a similar color for collar and sleeve cuffs**



# FABRIC SHOPPING GUIDE

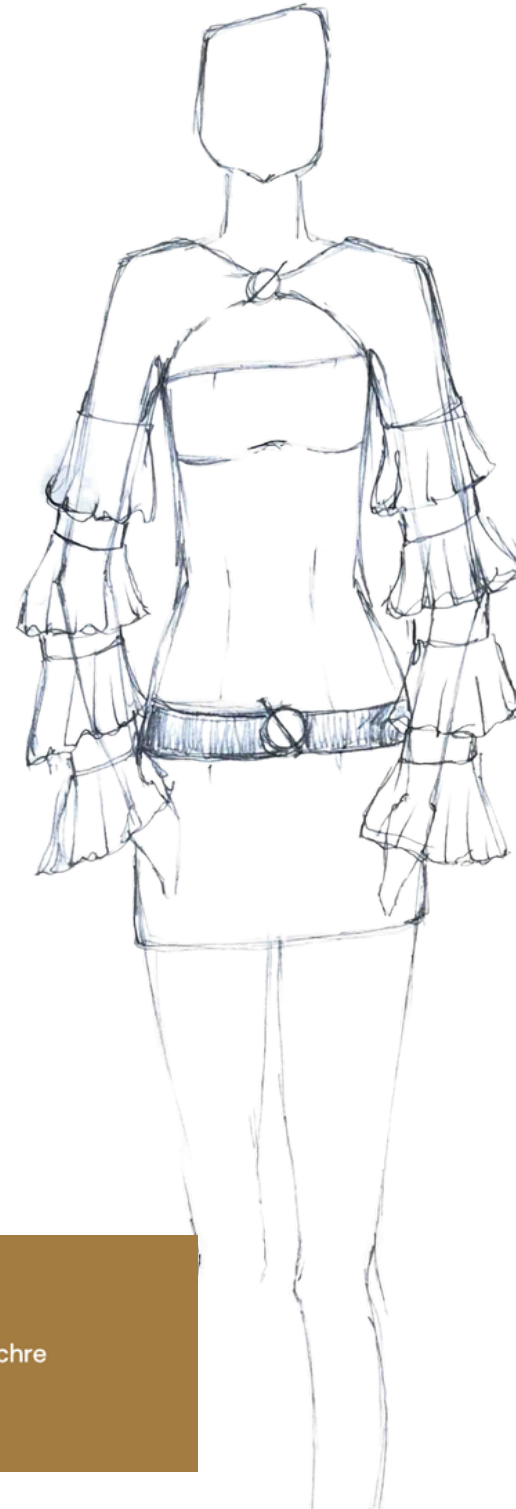


## Sleeves:

- Chiffon or similar texture fabric to this dress (maybe dark blue?)
- Closure, I was lowkey thinking a loop and button closure like this would be cute if we can't find one similar to the drawing)

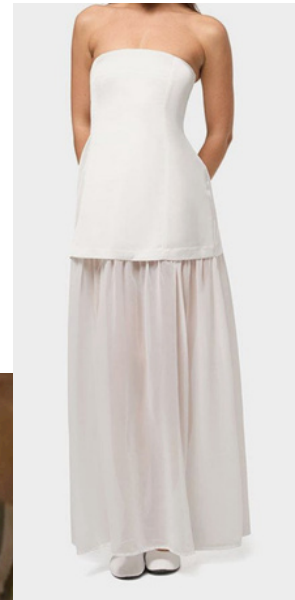


Future Grey



## Dress:

- Canvas for strapless top
- Pleated sheer fabric for long skirt (same color as canvas)
- Invisible zipper for closure



Dusted Ochre



# FABRIC SHOPPING GUIDE



## Lace Vest Thing:

- White regular fabric for outside
- Lots of different types of lace trim
- Loop and button closure

Optic White



Italian Clay

## Leather Shorts/Skirt:

- Same leather as Mallees dress
- Leather fringe?
- Button and zipper closure



# FABRIC SHOPPING GUIDE

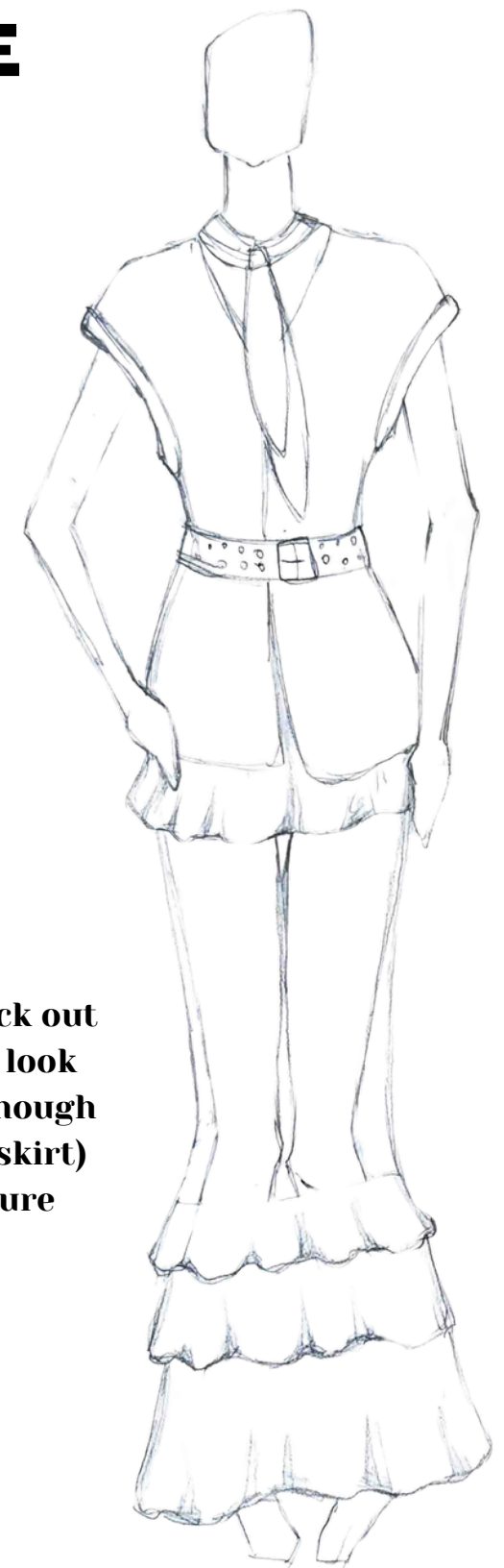
## Top:

- **Suede!** A fun color that goes with the rest of our fabric we find
- **Belt buckle and grommets**
- **Buttons for front closure of top**



## Skirt:

- **Same chiffon as the one we pick out for the sleeves in the second look (unless it's not see-through enough for the middle section of the skirt)**
- **Invisible zipper for the closure**



# FABRIC SHOPPING GUIDE



## Shirt:

- Same chiffon as we pick out for the other chiffon pieces
- Closure?
- Elastic for neckline?



Optic White



## Jacket:

- Maybe a neutral brown wool like this picture, could also see this fabric having a pattern, has to match the color we pick out for the suede though
- Buttons for closure



## Shorts:

- Same suede as we're using for the top of look 4
- Button and zipper for closure?



# SIGNATURE PIECE

## The Chloé Cape Coat

- **Functional and Stylish**
- **Statement Piece**
- **A twist on your everyday jacket**



The Chloé Cape Coat exudes a chic and luxurious vibe through its combination of effortless tailoring, soft structure, and refined details. It embodies Parisian sophistication with a relaxed yet polished appeal.



## **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**

# BRAND POSITIONING MAP

Expensive

**D&G**  
DOLCE & GABBANA

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

**OFF-GRAIN**  
by  
**Chloé**



ISABEL MARANT

MaxMara

Non-exclusive

Exclusive

**STAUD**

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.**

# BRIDGE

## PRICE POINT

Bridge is a step above contemporary in price, quality, and brand prestige.

### RANGE

- Dresses: \$500–\$1,200
- Blouses & Tops: \$300–\$700
- Outerwear: \$800–\$1,500
- Handbags & Accessories: \$400–\$1,200

### AESTHETIC

- A blend of Chloé's signature Parisian elegance with a modern, wearable appeal
- Focus on fluid tailoring, soft textures, and sophisticated silhouettes
- Less intricate detailing than Chloé's main luxury line, but still elevated from contemporary fashion

### CONSTRUCTION

High-quality natural fabrics (silk, wool blends, premium cotton)

