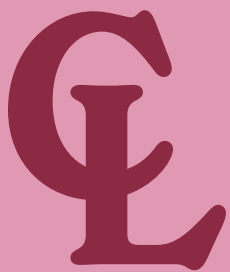


By Kelley Wheeler



Chloé Lumière



"See the Light"



Table of Contents

04 - Welcome
06 - Our Mission
07 - Marketing Overview
08 - Brand Specs
10 - Brand Onion
12 - Celebrity Alignment
07 -

Welcome to Lumière

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A new chapter of Chloé for the next generation

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CE





Our Mission

Creativity
Authenticity
Sustainability
Inclusivity



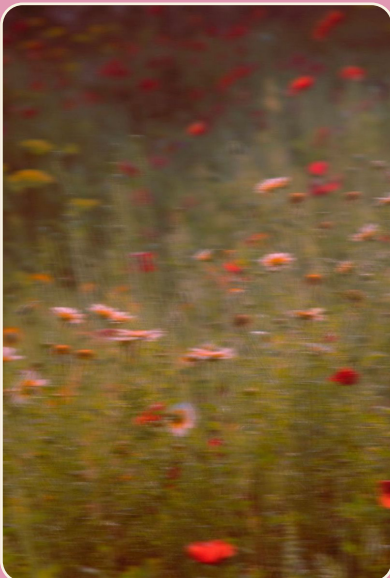
Marketing

Strategy

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Target Customer

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Channel

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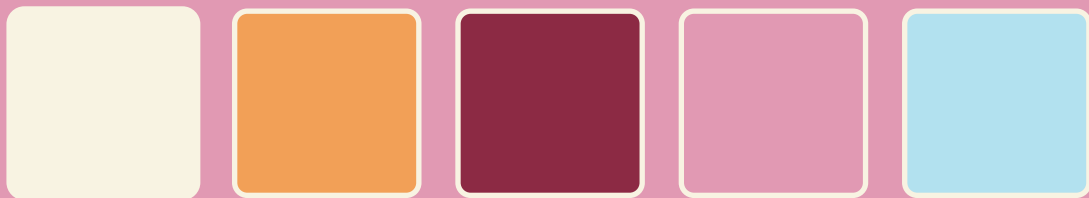
Competitors

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CL



Lumière



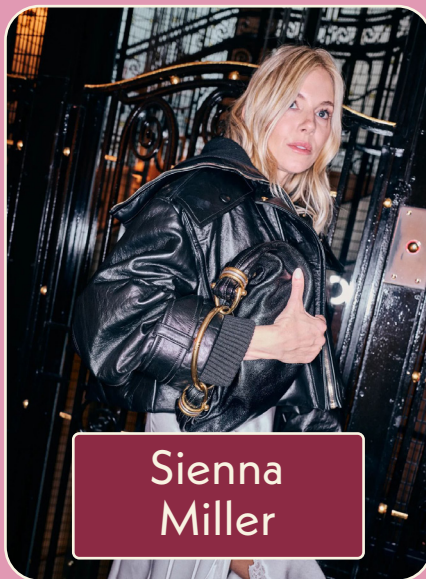
"See the light"



Celebrity Alignment



Dakota
Johnson



Sienna
Miller



Suki
Waterhouse



Zoë
Kravitz



Erykah
Badu



Stevie
Nicks



Alexa
Chung



Olsen
Twins



Petra
Collins



Spring/
Summer 2001
By Stella
McCartney

Spring/
Summer 1998
By Stella
McCartney



Vintage Selection

Photography and Ad Direction

By



Strategy

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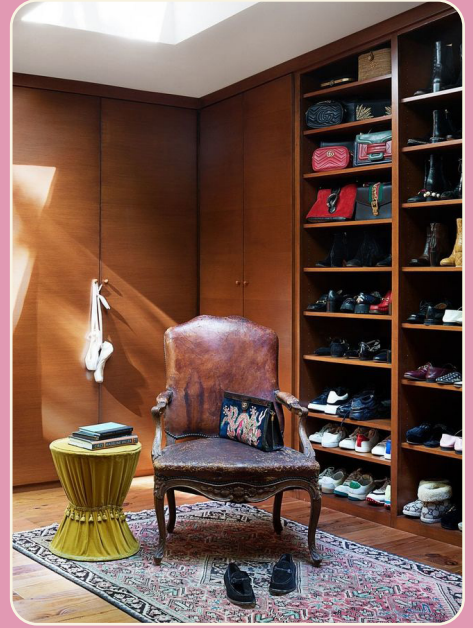
Strategy

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Strategy

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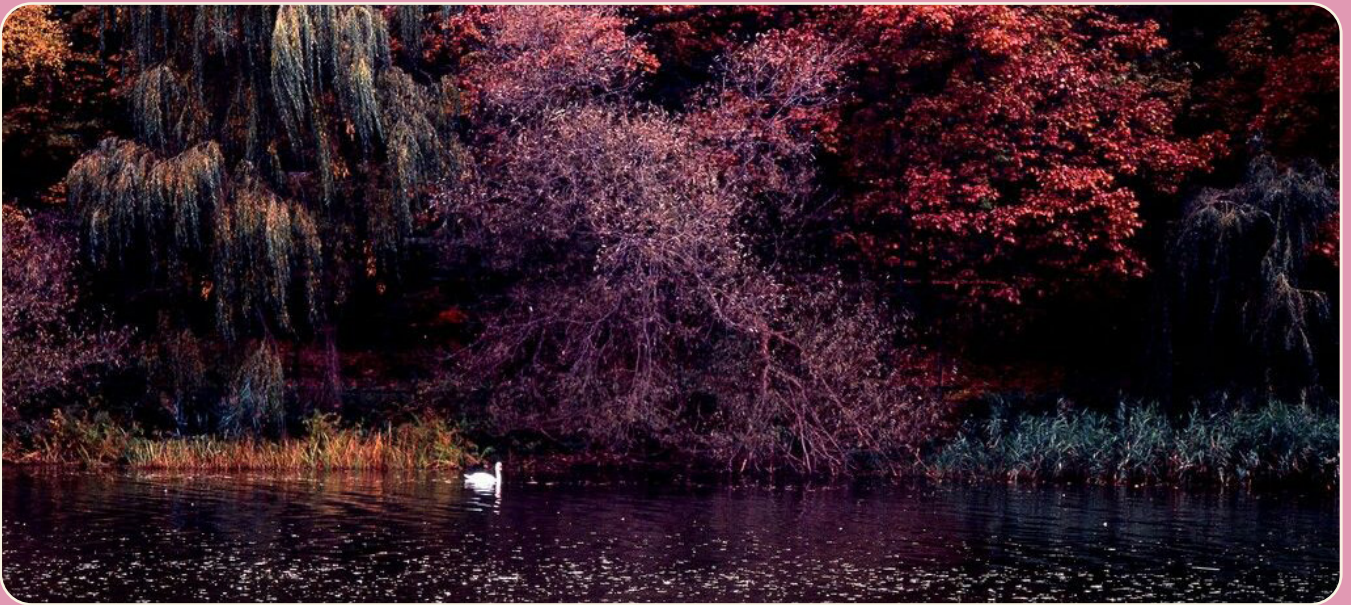




Store Front



Bibliography





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Lumière