

Chloé

CHLOÉ ANNOUNCES THE APPOINTMENT OF CHEMENA KAMALI AS CREATIVE DIRECTOR

Paris, 9th October 2023



Chloé announces today that Chemena Kamali joins the Maison as Creative Director.

Born in Germany in 1981, Chemena Kamali undertook a Master of Arts in Fashion at Central Saint Martin's University of the Arts in London under Professor Louise Wilson. Kamali graduated with distinction in 2007. The highly accomplished German designer has over two decades of experience including a long tenure with Chloé. She began her career at the Maison as part of Phoebe Philo's team and later rejoined as Design Director to Clare Waight Keller in 2013. Most recently, from 2016, she was Women's Ready to Wear Design Director for Anthony Vaccarello at Saint Laurent.

The appointment of Chemena Kamali as Chloé's new Creative Director marks a meaningful return for her and the Maison.

"I am proud to welcome Chemena Kamali to Chloé. Her extraordinary creative talent, extensive experience and unique connection with the brand's legacy and values make her a natural choice for the Maison. Chemena's vision, inspired by her love for the brand, will truly celebrate Chloé's unique DNA. Chemena is both the Creative Director of Chloé and the embodiment of the Chloé spirit. I am excited to see her vision come to life." — *Riccardo Bellini, President & CEO of Chloé.*

"My heart has always been Chloé's. It has been since I stepped through its doors more than 20 years ago. Returning feels natural and very personal. I am extremely honoured to be taking on this role and to be building on the vision that Gaby Aghion and Karl Lagerfeld defined early in the Maison's history. I hope to capture the emotional connection and spirit of Chloé for today. I am very grateful to Riccardo Bellini, Philippe Fortunato and Johann Rupert for this opportunity and their trust." — *Chemena Kamali, Creative Director of Chloé.*

"Chloé is an important and much-loved part of Richemont. Chemena Kamali's return is an exciting new chapter for the Maison given her passion for the brand's heritage and her strong connection to Chloé." — *Philippe Fortunato, CEO of Fashion and Accessories division at Richemont.*

Kamali will present her first pre-collection for Chloé in Paris in January 2024, followed by her Fall-Winter 2024 collection during Paris Fashion Week in February 2024.

Photo courtesy of David Sims