

Chloé

CHLOÉ OPENS ITS FIRST BOUTIQUE IN AUSTRALIA



Chloé is pleased to announce the opening of its first boutique in Australia on November 27th, 2025, located at 75 Castlereagh Street in the heart of Sydney's luxury retail district.

The Sydney boutique spans a total area of 117 square meters, offering ready-to-wear, leather goods, footwear, and accessories. The design language of the store encapsulates the DNA of the French Maison, reinterpreting its roots through a timeless and open environment. The Chloé spirit is authentically expressed through a palette of neutral, nude, and earthy tones using honest materials such as beige limestone, stainless steel, and cognac leather. The pressed metal on the awning is taken inspiration from the Winter 2025 Fashion Show resonating the free-spirit of Chloé.

Located among Sydney's most prestigious boutiques, this new address marks an important milestone for the Maison, strengthening its presence in the region and reflecting Chloé's spirit of freedom and modernity.

“Chloé is pleased to open its first boutique in Australia. This new address in Sydney allows us to deepen our connection with the region, where we’ll build a customer base and continue the Maison’s dialogue through Chemena Kamali’s creative vision. This extension is part of our multi-key strategy in the Asia-Pacific markets.”
Laurent Malecaze, President and CEO of Chloé

CHLOÉ

Chloé was founded in 1952 by Gaby Aghion, an Egyptian-born Parisian who liberated women from the formal fashion of the era by pioneering luxury ready-to-wear. A true visionary, Gaby Aghion believed that women should dare to be themselves. Today, the Maison is a leading luxury French fashion house, which continues to embrace the founder’s vision of free-spirited femininity and effortlessness under the creative direction of Chemena Kamali.

CHEMENA KAMALI

Born in Germany in 1981, Chemena Kamali undertook a Master of Arts in Fashion at Central Saint Martins University of the Arts in London under Professor Louise Wilson. The 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 returned as Design Director to Clare Waight Keller in 2012. Most recently, from 2016, she was Women’s Ready to Wear Design Director for Anthony Vaccarello at Saint Laurent. Since October 2023, Kamali has been the Creative Director of Chloé.

