

Chloe Nomade radiates elegance in new scent



Model Ariane Laped embodies the free-spirited, natural and elegant Chloe woman in the Chloe Nomade Eau de Toilette campaign

The new Chloe Nomade Eau de Toilette is described as a solar interpretation of Chloe Nomade Eau de Parfum, featuring natural ingredients by perfumer Quentin Bisch.

The vibrant, captivating softness of lychee is revealed in the opening notes, aiming to embody the essence of radiant femininity. Freesia is teamed with a delicate floral quality, while the bold oak moss emphasizes the tonalities of this luminous fragrance.

The curved lines of the edt draw inspiration from the original Nomade Eau de Parfum. A play of transparency allows radiant, rosy light to filter through. The bright, shimmering cap is wrapped with a pale pink knot.

As with the Eau de Parfum, the ad campaign was shot in Rajasthan by photographer Ryan McGinley. He drew inspiration from a sky dotted with clouds, bathed in the dawn.

Model Ariane Laped resumes her role as the embodiment of the free-spirited, natural and elegant Chloe woman.

The travel retail on-counter launch will take place on March 1.