

CHLOE ANDREA WELGEMOED

Chloe Andrea's career in fashion began while working in textile printing and garment manufacturing. She progressed to become an in-house stylist for an Online Retailer and after only 6 months was approached to sign with an agency. Chloe's studies included Branding Communications and Image Consulting.

Passionate about the African Renaissance , Chloe's work with brands from all over Africa and her time spent in Nigeria certainly influenced an outlook on her work as she chose to reflect the travels and culture within the continent .

Chloe works with a range of brands on seasonal collections along with advertising campaigns for clients Coca Cola , Nike , Chevrolet , Absolut Vodka and Nivea amongst many others. Editorial clients include Kaltbult Magazine , Revs Mag and Hunger TV.

Highlights include a nomination for Stylist of the Year in Africa , collaboration with photographer Justin Dingwall to style and produce and internationally acclaimed series of images "Fly By Night" and working with internationally renowned stylist Jessica Deihl for the Dior African Cruise collection campaign .

Chloe is a critical thinker, which feeds her work and strength as a creative director while on set

Chloe leads with initiative and her innate creative energy .

Her journey over the last decade has allowed her to include Costume Design & Set Design to her skillset.



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