Chaos opens Galeries Lafayette boutique and Paris pop up for the magazine - all in one month

By Godfrey Deeny - 15 March 2018

It’s been a busy month for the duo behind Chaos, a chaotically named brand that is anything but chaotic – even if the A in their logo is upside down.

This March, the duo of Charlotte Stockdale and Katie Lyall – uber stylists; It Gals and noted magazine editors, and that’s just professionally - staged their first Paris showroom visit. Karl Lagerfeld even feted the news, joining Chaos in L’Entente, the dizzyingly hip Anglo-French brasserie on cool Paris location rue Monsigny, for a celebratory supper.

And for good measure, Chaos also opened an in-store boutique in Galeries Lafayette this month. “They have been unbelievably fantastic and gave us a lot of freedom with our project - seamless and supportive,” says Lyall of the Paris department store, which opened a Chaos corner on its first floor. Before Charlotte pipes in: “Now we are positioned perfectly between Vuitton and Chanel. Yes! While also nestling in the cleavage of luxury between Van Cleef and Cartier!”

“We were always working on building other people’s brands. And always just wanted to do our own. Chaos are charms that are useful if you are a tomboy,” laughs Charlotte in the show space inside the 17th century mansion, Hotel de la Salle.

They debuted Chaos back in November 2016 with a lanyard finished as a zip and completed with their emblem, the Ace of Clubs, “since it’s very lucky,” adds Katie, who first met Charlotte when she assisted her on a shoot for British Vogue. Fifteen years later the pair are still styling Fendi together for Karl Lagerfeld and Silvia Fendi.

Next, Chaos produced phone cases, luggage charms in popsicle colors of letters. The same images used in
iPhone covers, harness straps, wallets and key rings featuring white shells, eight balls, and dice. Mainly made in deer skin leather, the mood is functional, fun yet still luxe. Chaos has also graduated to metallic chains and classic mini radiator trim lighter covers. Each piece bearing the legend – “Designed in the UK Made in China.”

“The key is the customization. Cases that can be finished exactly how you want,” adds Stockdale. Who is nothing if not connected. How many fledgling labels get to partner with Chanel? Chaos did with its navy blue and Chanel tweed trim iPhone cover. And made their first steps in fashion with a series of “tracksuits for evening” worn by the likes of Cara Delevingne, Kendall Jenner and Margot Robbie? Chaos, yet but rather well controlled.

Most everything available on their own website – from the £170 custom classic leather passport holder; to their top of the line Chaos x Rose Wylie partnership of iPhone cases – done with London’s Serpentine Gallery – for £220.

Initially, they launched on Matchesfashion; their own website and Selfridges in London.

“We were supposed to last six weeks with our pop up, and then it turned into Selfridges asking, ‘can you please stay?’” chuckles Charlotte. “For ever and ever,” laughs Katie.
The duo did hand in their notice in their day job, jointly fashion directing Garage magazine, though continue styling at Fendi in Rome.

“Anyway, Dasha (Zukhova, Garage’s founder) moved the magazine and whole operation to New York after she partnered with Vice Media. But then, we really, really missed doing it. Wonderful relationships with people like Nick Knight and David Bailey. So, we decided to do Chaos Sixty Nine! Our own magazine!” continues Stockdale, wife of legendary industrial designer Marc Newson. Chaos 69! is a poster book, where every page is perforated, available in places like Nous, the hot new store on rue Cambon by a Colette alumni. It’s a wackily fierce blend of sketches, imagery, Lagerfeld aphorisms, love fest between Delevingne and Adwoa Aboah and massive still life shoot by Toby McFarlan Pond of the girl’s Top 69 picks, including Marmite and a pint of Guinness.

Which Lagerfeld enjoyed perusing over Scotch Eggs and Shepherd’s pie in L’Entente. Karl leaving with their latest product expansion, a Chaos scarf, which he wore backstage after Chanel’s epic Autumn Forest collection inside the Grand Palais. Before presenting it as a gift to former model and First Lady Carla Bruni, saying: “I adore Chaos and now you will too Carla!”