



KARL
LAGERFELD

COMPANY PROFILE

THE BRAND



Under the creative direction of Karl Lagerfeld, one of the world's most influential designers, the eponymous brand has come to represent all that is creative, iconic and cool.

Its modern approach to distribution, an innovative digital strategy and global 360 degree vision reflects the designer's own style and soul - fostering a deep connection with the world around it, allowing it to remain on the pulse of current global culture.

The Karl Lagerfeld portfolio has come to comprise two distinct labels. KARL, the premium ready-to-wear collection for men and women is designed for a global clientele

with a downtown attitude; while LAGERFELD menswear is designed specifically with the sophisticated urban male in mind.

In the same spirit of creativity held so passionately by its creator, the Karl Lagerfeld brand has actively pursued collaborations with prestigious and accessible brands on high-profile projects throughout its existence. These include the design of a collection of tableware with the Swedish crystal manufacturer Orrefors, a co-branding initiative with Coca-Cola, the design of writing instruments and lighters for S.T. Dupont, and a ready-to-wear capsule collection and accessories for Hogan, to name but a few.

KARL LAGERFELD THE MAN

His visionary predictions of mass luxury as the future of modernity changed the fashion landscape as we know it. His ultramodern, highly structured visual style is instantly recognizable.

Karl Lagerfeld is more than just a fashion designer. He's an icon, a photographer, a publisher and film director. And over the years, he has created a universe of exquisite detail and aesthetic gravity.

Born in 1938 in Hamburg, Lagerfeld would eventually reach his cosmopolitan roots to Paris where he would study, entering the world of fashion at a very young age. At just 16 years old, he would win the prestigious Woolmark prize, earning him the attention of Pierre Balmain, who would soon take Lagerfeld on as his assistant.

Just three years later, he was appointed artistic director of Maison Jean Patou. And would subsequently go on to work as a freelance fashion designer in France, Italy, Britain and Germany, leaving his mark on such iconic brands as

Chloe and Fendi who still utilize his designs today.

Just one year after breathing new life into Chanel, shaking up its stylistic elements while simultaneously rejuvenating the brand's image on a global scale, Lagerfeld would begin work on his own eponymous line in 1984.

An insatiable couturier and designer, he again put his name to the Chloé collections from 1992 to 1997, and opened up a new chapter in his own name, launching the Lagerfeld Gallery in 1998.

In recent years, Lagerfeld's sense of image and visual identity has won him respects outside of the fashion industry, bringing him to be in great demand in the worlds of photography, advertising, art exhibitions, costume design, and even the silver screen.

Karl Lagerfeld is a man of intrigue and passion who has changed the fashion industry as we know it. And his ability to anticipate and capture tomorrow's trends will never cease to fascinate.





PIER
PAOLO
RIGHI
CEO & PRESIDENT
OF KARL LAGERFELD

In September 2011, Pier Paolo Righi would take over as CEO of Karl Lagerfeld, working closely with its creative leader.

Righi was appointed for his extensive experience in the management of several prime, global brands. Including Nike, the Pentland Group, Lacoste footwear, Speedo, Ellesse and Reusch.

Before joining Karl Lagerfeld, Pier worked for two years as a Senior Executive for Tommy Hilfiger, Europe.

THE STORES

Karl Lagerfeld is distributed at select wholesale locations worldwide, and is continuously expanding its global retail presence to secure its position as one of the world's leading lifestyle brands.



Karl Lagerfeld's design sensibilities extend beyond that of his fashion lines to transform the brand's retail locations around the world. Featuring signature Karl Lagerfeld interior décor, each location encapsulates the distinctive essence of the brand in a juxtaposition of classic and modern design elements.

And the locations always embrace Karl Lagerfeld's affinity and connection to the digital world wherever

possible, doubling as a virtual window to Karl himself.

iPads are integrated into display racks to allow shoppers to explore the entire collection online or interact with the digital guestbook where they can leave a personal note for the designer. Fitting rooms are even equipped with unique photobooths with built in touch screens where they can share their latest looks via Facebook, twitter and email.



PARIS HEADQUARTERS

Located in the Saint-Germain-des-Prés district of Paris, the Karl Lagerfeld headquarters is home to the brand.



"FOR ME, THE 7TH ARRONDISSEMENT IS THE CENTER OF THE WORLD." 🐶



OTHER STORES

There are two stores in Paris. One on St. Germain and the other in the Le Marais.

The Karl Lagerfeld brand is building a strong presence of retail shops across Asia and Europe, including stores in Antwerp, Berlin, Munich, Amsterdam, Shanghai, Beijing, and will soon open in London.

THE ELEMENTS

Building a world of exquisite attention to detail, Karl Lagerfeld has defined the elements of his brand through precise aesthetic choices and premium quality materials.



ZIPPERS - STUDS - CHAINS - QUILTING





BLACK+WHITE - GRAPHICS ELEMENTS - ALL-OVER PRINT



THE PRODUCTS

The Karl Lagerfeld brand has come to be coveted across the globe for its accessible-luxe apparel and accessories, ready-to-wear collections, watches, eyewear and footwear. It also boasts an elaborate selection of bags and small leather goods. And in 2014, the Lagerfeld portfolio will grow still more, with the company's launch of premium fragrances for both men and women.



ACCESSORIES - BAGS - SMALL LEATHER GOODS - FOOTWEAR





READY TO WEAR - INSPIRED BY DOWNTOWN ATTITUDE - FOR WOMEN AND MEN





WATCHES

February 2013 marked the global launch of Fossil Group's exclusive collection of watches by Karl Lagerfeld - their most successful 360 launch ever.

Born from the mind of its designer, the collection boldly represents his vision of the modern timepiece through seven watch platforms in an assortment of colors and sizes.

With stainless steel bracelets, luxe metallic leathers, pyramid studs and bold chains, these timepieces embody the KL aesthetic in a way that redefine the role of watches as a true fashion accessory.



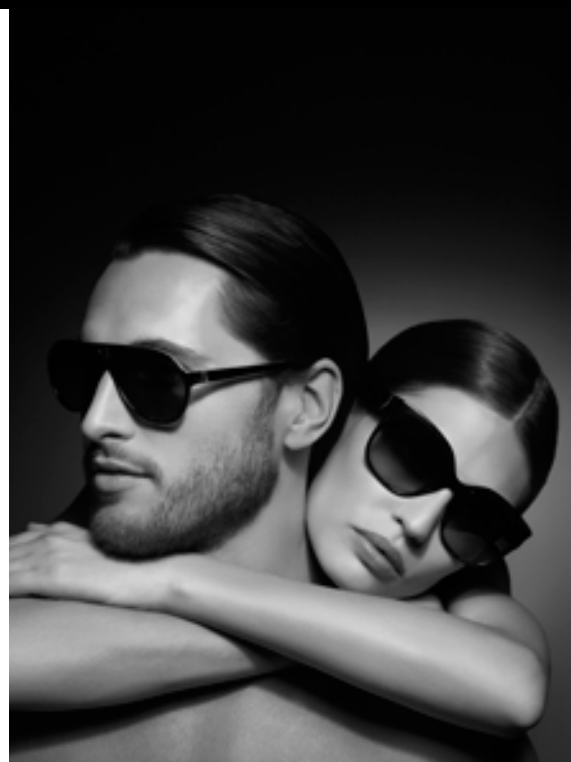


EYEWEAR



The Karl Lagerfeld eyewear collection puts a twist on classic styles with a touch of urban glamour. Its designs, tailored to a fashion-conscious audience that's looking for luxury.

Fresh details like handmade acetate are paired with high tech elements that serve in form and function. But the collection is further enriched by its unique use of color, with glossy transparencies and rich gradients lending extra edge to its architectural shapes.





SPECIALTY ITEMS





FRAGRANCE

In Spring 2014, Karl Lagerfeld launched a pair of fragrances that fused modern innovation with classic style.

Using only the highest quality raw materials, perfumers Christine Nagel and Serge Majoullier created an elegant floral captured in Karl's eau de parfum for women, a fragrance that thrives on contrasts. Opening with a burst of fresh lemon, enhanced by a velvety peach before flourishing into a full bouquet of roses, magnolias and plumeria, the fragrance takes a contemporary approach to traditional perfumes with the addition of musks and dark, ambery wood notes in the base.

For Karl's eau de toilette for men, perfumer Jean-Christophe Herault turned to an aromatic fern to create a scent that was both timeless and ultra-modern. The fragrance features lavender and mandarin zest enhanced by crispy apple and violet leaves. Alluring and sensual, the scent ends with the woody, spicy notes of sandalwood and an amber blend, giving the fragrance a vibrant yet elegant feel.

Together, Karl's fragrances form a story of desire, of irresistible attraction, magnetism, and sensuality in a seductive rock-n-roll duo.



THE
SIGNATURE
PIECES

Each Karl Lagerfeld product is designed with the same DNA of the brand, with designs rooted in all things creative, iconic and cool. And with a deep understanding of both fashion's classics and the current global-cultural landscape, Lagerfeld has struck a perfect balance with that DNA in his noted signature pieces.



THE QUILTED BAG



THE LITTLE JACKET



THE SUIT



THE JEAN



THE LBD



THE WHITE SHIRT



THE BIKER JACKET



THE BIKER BOOT

PRESS CONTACTS

Caroline Fragner
KARL LAGERFELD
21 rue Saint-Guillaume
75007 Paris
+33 1 44 50 22 00
caroline.fragner@karllagerfeld.fr

Nadine von Schuckmann
SCHOELER & VON REHLINGEN
4 Pienzenauerstrasse
81679 München
+49 89 99 84 27 35
n.v.schuckmann@svr-pr.de

Sonal Nayee
PURPLE
27-29 Glasshouse Street
London, W1B 5DF
+44 20 7434 7049
Sonal@purplepr.com