

ADVERTISING

Barbie Lagerfeld makes the rounds at Paris Fashion Week

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The limited-edition Barbie Lagerfeld

By STAFF REPORTS

With the help of online retailer Net-A-Porter's Instagram account, the Karl Lagerfeld-inspired Barbie doll has been popping up at runway shows during Paris Fashion Week.

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On Sept. 29 the limited-edition Barbie will go on sale at exclusive retailers. Limited to only 999 pieces, the doll will likely become a coveted novelty purchase for enthusiasts of Karl Lagerfeld's work and Barbie doll collectors.

Barbie Lagerfeld

The Karl Lagerfeld look-alike Barbie doll will be sold for approximately \$200 at select Karl Lagerfeld brand stores, TheBarbieCollection.com, Net-A-Porter and Colette in Paris.

Barbie fashioned the doll to resemble Mr. Lagerfeld's signature style and was inspired by his likeness and the designs of his eponymous label. The doll wears a tailored black jacket on top of a white high-collared men's shirt with French cuffs, a black satin cravat and black fitted jeans featuring Karl Lagerfeld's all-over head print.



Barbie Lagerfeld, a Platinum-level collectors doll by Mattel

Mr. Lagerfeld's common accessories were also taken into account. The Barbie wears black fingerless gloves, sunglasses, ankle boots and a black leather handbag with metallic accents.

To raise awareness of the doll's launch, Net-A-Porter and Karl Lagerfeld's brand have been Instagramming images of the Barbie at Paris Fashion Week. Images shared include Barbie Lagerfeld backstage at a runway show, with Mr. Lagerfeld at a past Chanel presentation and at Net-A-Porter's offices.

The images can be seen on Net-A-Porter's [Web site](#) and Instagram account where the retailer has been using the hashtag #BarbieLagerfeld.

As the creative director of his own brand, Chanel and Fendi, Mr. Lagerfeld's presence is felt throughout the fashion world. Mr. Lagerfeld's ability to be playful on a regular basis helps make his designs more accessible for consumers.



Mr. Lagerfeld sitting with his "mini-me"

Most recently, Mr. Lagerfeld debuted "The Karl Daily," a newspaper that can be accessed online and in several of his stores. Even in The Karl Daily, Mr. Lagerfeld's cheekiness continues.

For instance, Choupette, Mr. Lagerfeld's cat, makes several appearances in The Karl Daily, including a "Dear Choupette" advice column where anonymous readers can write in looking for the cat's advice ([see story](#)).

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