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Karl Lagerfeld makes cartoon version of Choupette for new collection

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Monster Choupette

By NANCY BUCKLEY

Karl Lagerfeld is sparking interest in his Choupette accessory collection through a social video featuring the feline.

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Luxury Daily

In her film, the cartoon Choupette changes from a sweet cat to a monstrous one. This whimsical film creates a fun campaign that parallels the nature of the collection that features monster Choupette on the items.

"Choupette is the pet cat of Karl Lagerfeld and has quickly become a muse for the designer's own collection," said Amanda Rue, senior strategist at [Carrot Creative](#), New York.

"The cartoon video gives personality to the feline and shows her wild side," she said. "The likeness of Choupette's image in the cartoon is reflective in the line of accessories. The video provides context and tells a story that leads directly into the new accessory collection."

Ms. Rue is not affiliated with Karl Lagerfeld, but agreed to comment as an industry expert.

[Karl Lagerfeld](#) was unable to respond by press deadline.

Meow meow

The video begins with Choupette peering into a Paris apartment from a balcony overlooking the Eiffel Tower. The cat creeps inside toward a red pillow as music plays along with her footsteps.

Choupette climbs onto the pillow and curls up and begins to snore. All of a sudden the camera angle zooms in upon her face and Choupette's eyes begin to spiral and the music's tempo picks up.



Choupette bag

The camera fades into her spiraling eye ball and Choupette is seen with drastically different mannerisms. She seems to have grown fangs and is aggressively leaping and running with her teeth showing.

Her demeanor changes when a hand with fingerless gloves bends down to pet her head, but the second the hand stops, Choupette returns to “Monster Choupette.”

At the bottom of the YouTube video there is a link to Choupette's accessories page on the Karl Lagerfeld Web site.

Embedded Video: [//www.youtube.com/embed/NNsHpMeJicU](https://www.youtube.com/embed/NNsHpMeJicU)

Monster Choupette video

On this Web page, the Choupette accessories idea is explained. There are two sizes of pouch and wallet and a shopping bag to choose from, all available in black, cream and navy leather. There is also a pair of ballet slippers, socks and a scarf in the collection. Choupette also has her own Bag Bug with red, blue or white fur.

The video is also shared on this page. Also, on Facebook, Twitter and Instagram, a teaser to the film was shared encouraging viewers to see the full film on the Karl Lagerfeld Web site.

Animated animals

Animal themes campaigns may resonate with consumers on a deeper level.

For instance, Trump International Hotel Las Vegas embraced the right to spoil pets with an enhanced dog environment through the month of May.

The “Dogs Days of Summer” promotion aligned with National Pet Month, so guests already planning to indulge will likely appreciate the sanctioned offers. National Pet Month was a good example of an often overlooked period that can be transformed into a fun campaign ([see story](#)).

Similarly, Italian fashion label Moschino created a new fragrance that is sold in a bottle embedded within a small teddy bear.

The stuffed animal is wearing a t-shirt that says “this is not a Moschino toy,” and the bear’s head can pop off to reach the fragrance’s spray top. “Toy,” the new fragrance, sold out online within a day, likely due to the unique bottle and packaging of the scent ([see story](#)).

"Focusing on Choupette adds a character to the story," Ms. Rue said. "It is no longer just product but a reflection of something that is important and inspiring to Karl Lagerfeld's life.

"In a way it brings to life the collection in a way that is not available by product alone," she said. "Additionally, Choupette has a social following in her own right, so this creates a real, but tangential expression of the Karl Lagerfeld namesake and brand."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/xmuTO7ulHM](https://www.youtube.com/embed/xmuTO7ulHM)

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