

OUT OF HOME

## Karl Lagerfeld takes on first major Canadian project

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*Karl Lagerfeld*

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By STAFF REPORTS

Fashion designer Karl Lagerfeld is bringing his signature aesthetic to Canada with the design of two residential spaces.

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**Luxury Daily**

The style icon and creative director of Chanel and Fendi, as well as owner of his own line, is partnering with CD Capital Developments and Freed Developments to select the furniture and finishings for two branded residential lobby areas in the Art Shoppe Lofts + Condos in Toronto. “Lobbies by Karl Lagerfeld” is the designer’s first interior design project in Canada, allowing him to have an enduring presence in the city.

### Building appeal

Art Shoppe Lofts + Condos, located at 2131 Yonge Street in Toronto, has a 28-floor tower and a 12-storey building of residential lofts. Suites include studios, one bedrooms and two bedrooms, which will likely attract a younger crowd.

Mr. Lagerfeld will be working with teams from architects Alliance and Cecconi Simone to bring the spaces to life.

“What I really like is what I’ve never done before,” Mr. Lagerfeld said in a statement. “I am

always looking for opportunities to expand my range of creative expression, and am excited by the opportunity to design this in Toronto, Canada as part of the Art Shoppe Lofts + Condos.”



*Rendering of Art Shoppe Lofts + Condos*

To kick off the initiative, Mr. Lagerfeld plans to attend a media event and exclusive launch party in Toronto in April.

In a brand statement, Peter Freed of Freed Developments said, "We have always sought to find ways to partner in our developments with some of the great design minds of our generation, and share their style. We look forward to sharing Karl Lagerfeld's distinctively ultramodern, highly structured style for the Art Shoppe Lofts + Condos and believe that his premier Canadian condominium design will create spaces that will be valued by our residents, treasured by our City, and appreciated by the world."

Fashion labels often enter residential real estate to further communicate their image, as well as offer fans a more fleshed out way to engage with them.

For instance, Italian fashion label Fendi is making its first foray into the world of real

estate with a condominium building in Miami.

Fendi teamed up with private developer Château Group to realize the project that will include many Fendi-inspired touches. As brands diffuse into new industries, it is important to hold tight to signature aesthetics ([see story](#)).

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