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Fendi sketches Karl Lagerfeld's career at house with anniversary tome

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Karl Lagerfeld during the book launch party

By STAFF REPORTS

Italian fashion house Fendi is celebrating the 50-year tenure of head designer and creative director Karl Lagerfeld with an exclusive book.

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The book launch was held during the Cannes Film Festival with models such as Kendall Jenner and Chanel Iman in attendance, and the occasion also marked the opening of Fendi's new boutique in Cannes. Fendi's "Fendi by Karl Lagerfeld" offers consumers a unique exploration of the house's archives and pays homage to Mr. Lagerfeld's contributions and career.

Time well spent

Mr. Lagerfeld's time at Fendi is the longest relationship between a designer and a fashion house in the world. In Fendi by Karl Lagerfeld exclusive content tells the story of the brand's heritage, creativity and modernity and also includes materials created for the book by Mr. Lagerfeld such as never-before-seen sketches and interviews.

The book is kept in a wooden "treasure" box to hold the various elements. A unique "scrap book" style portfolio contains a selection of 200 sketches penned by Mr. Lagerfeld over

the years and a poster made up of 50,000 miniature images of his sketches.



Karl Lagerfeld sketch included in the Fendi by Karl Lagerfeld book

A DVD includes footage of Mr. Lagerfeld speaking about his time at Fendi as well as a sequence where the designer will sketch live. The DVD is paired with an illustrated booklet featuring the transcript of the video and additional illustrations.

Also, a booklet shows Fendi logos throughout Mr. Lagerfeld's tenure and a separate booklet includes a 50 question interview.

Fendi by Karl Lagerfeld was published by Steidl and will be available in July at Fendi boutiques and booksellers worldwide. The book will retail for approximately \$110.

While Fendi focuses on Mr. Lagerfeld's sketches to celebrate his career, French fashion label Lanvin explored its whimsical window designs. Titled "Lanvin: I Love You," the 260-page book was available at Lanvin boutiques and Rizzoli bookstores as of Sept. 22. Lanvin's artistic director, Alber Elbaz, worked with Rizzoli and added his own touches to the content for a more personalized feel for brand enthusiasts ([see story](#)).

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