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Karl Lagerfeld cast as fashion-forward Waldo in parody tome

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Where's Karl? illustration of Mr. Lagerfeld and Choupette

By STAFF REPORTS

Karl Lagerfeld, creative director of both Chanel and Fendi, is the star of a new picture book for adults that plays off the classic “Where’s Waldo?” series.

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The parody children’s book, which relies on expert observation skills to find the object of desire while also coming across additional characters embedded in the scene, was written by Stacey Caldwell and Ajiri A. Aki with illustrations by Michelle Baron. Mr. Lagerfeld, given his notoriety, has been the subject of retrospective exhibits, coffee table tomes and whimsy of his own creation such as cartoons and bobble heads.

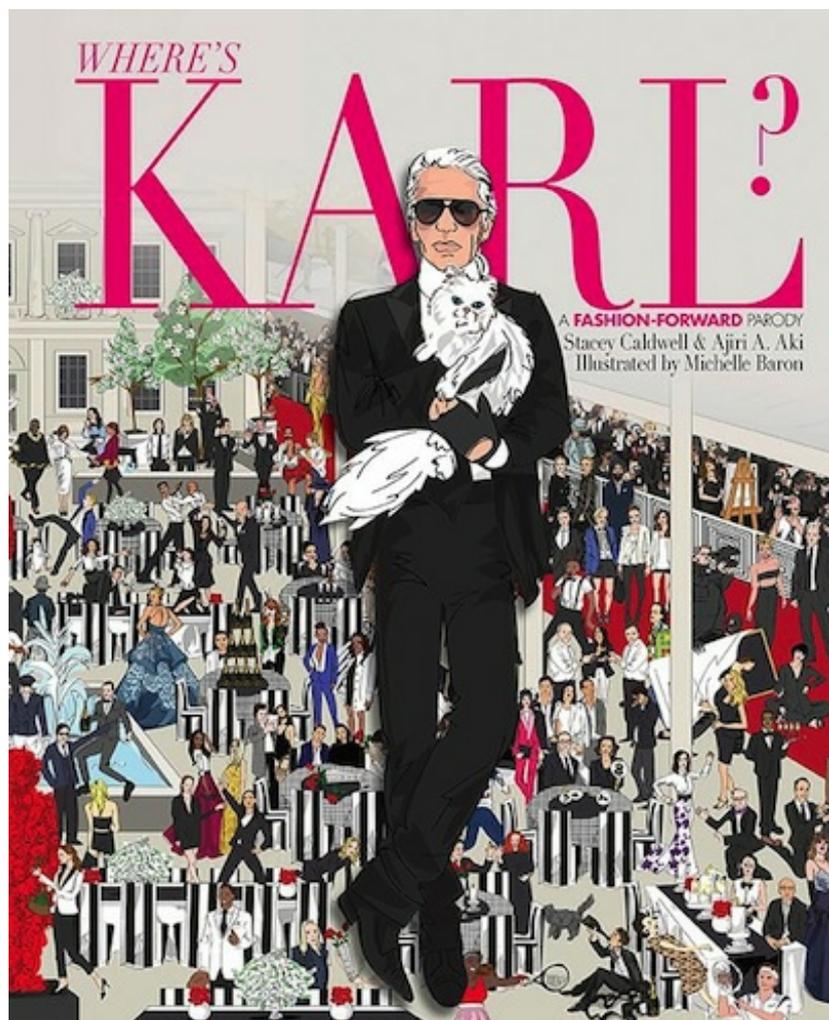
Who what wear

Where’s Karl was inspired by the daily life of Ms. Caldwell, the vice president of global wholesale at Thai-American fashion label Thakoon, which includes frequent run-ins with Mr. Lagerfeld in Paris. These sightings often caused a frenzy from others as Mr. Lagerfeld shopped at Paris’ Colette or picked up the morning paper, for example.

In an interview with [Vogue](#), Ms. Caldwell said, “[People] would act like they were the only ones lucky enough to spot him, and then two minutes later someone else would do the

exact same thing.”

For the book, Ms. Caldwell worked with Ms. Aki, a Paris-based fashion video producer, to write the fashion-forward book while Ms. Baron based her illustrations on thousands of references photos shared between the three women via Pinterest.



Where's Karl? cover

The book follows a fictional fashion blogger, Florence de la Sabine AKA Fleur, as she tries to keep up with Karl and the “international fashion flock” through 15 cities in a year’s time. Scenes include Chanel’s Grand Palais show in Paris, New York’s annual Met Gala, Art Basel Miami, Shibuya Crossing in Tokyo and even Mr. Lagerfeld’s Christmas retreat to Tulum, Mexico.

Throughout the pages of *Where’s Karl* the creative trio behind the book have placed “recognizable divas and tastemakers” ranging from Anna Wintour to Jay Z. For instance, Phoebe Philo of Celine and Riccardo Tisci of Givenchy pose next to Hello Kitty in Tokyo while at the Met Gala the Olsen twins wear the vintage ball gowns worn in 2015 for the Charles James-themed event.

Published by Random House, *Where’s Karl?* will be available in September, just in time for fashion month, wherever books are sold.

Mr. Lagerfeld has been in cartoon form before, showing that the storied designer maintains his sense of humor.

The designer's eponymous brand showed off its “humor and self-mockery” through a capsule collection and animated video starring the namesake designer and his furry friend Choupette. The film brought to life illustrator Tiffany Cooper’s comical drawings of the duo off on summer adventures, hula dancing in Hawaii or attending sleep away camp ([see story](#)).

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