

MOBILE

Karl Lagerfeld promotes ecommerce entrance via Kim Kardashian app

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Karl Lagerfeld with Kim Kardashian on the reality star's app

By STAFF REPORTS

Karl Lagerfeld, creative director of Chanel and Fendi, is set to make a cameo on the Kim Kardashian mobile gaming application.

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Beginning Nov. 3, Mr. Lagerfeld will join the cast of characters featured on "Kim Kardashian: Hollywood," an app that allows a user to create her own aspiring celebrity avatar that can then be dressed for red carpet appearances and other scenarios, such as dating and dumping celebrities, similar to Ms. Kardashian's own rise to fame and fortune. Within the fashion industry, Mr. Lagerfeld is a living legend, but for Ms. Kardashian's younger fans he may be unfamiliar, giving the designer an opportunity to grow his fanbase.

Gaming with Kim and Karl

Produced by Glu Mobile, the Kim Kardashian: Hollywood game will also feature a Karl Lagerfeld boutique where users can dress her avatar in fall 2016 collection pieces from the designer's eponymous label. In addition, users can also try on ready-to-wear apparel, handbags and footwear.

The introduction of the Mr. Lagerfeld avatar and in-game boutique, appearing for users playing at level 11 or higher, aligns with the designer's planned entrance into ecommerce on Karl.com where featured pieces will be sold. Announced in October, the Web site will ship to 97 countries and is in partnership with Yoox Net-A-Porter Group ([see story](#)).

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Beyond excited to welcome the one and only @KarlLagerfeld and his gorgeous F/W collection to the #KimKardashianGame!

Posted by [Kim Kardashian West](#) on [Monday, November 2, 2015](#)

Ms. Kardashian's massive social following of more than 100 million, compared to Mr. Lagerfeld's 1.7 million, will help the designers entrance into ecommerce gain traction as the reality TV star's fans are likely to engage with whatever she is involved with.

Kim Kardashian: Hollywood can be downloaded for [Apple](#) and [Android](#) devices for free.



Karl Lagerfeld in avatar form on the Kim Kardashian: Hollywood game

In a similar move, mobile app Bitmoji received a high-fashion makeover with the introduction of luxury apparel collections to its avatar creation platform.

Bitmoji Fashion allows users of the app to dress up their virtual personas with in-season merchandise from the likes of Kenzo, Marc Jacobs and Alexander McQueen. This new feature will likely appeal to both an aspirational and traditional luxury audience, enabling consumers of all price points the opportunity to wear the labels that reflect their personal style ([see story](#)).

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