

INTERNET

Karl Lagerfeld gets animated for children's wear debut

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Image from #MelijoeLovesKarl

By STAFF REPORTS

Fashion label Karl Lagerfeld is letting the cat out of the bag with an exclusive preview of its first kids collection on online children's wear retailer Melijoe.

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The spring/summer 2016 line features cartoon drawings of designer Mr. Lagerfeld's cat Choupette, so fittingly she makes an appearance on the site for the launch, taking over the homepage and bouncing around the product pages interacting with the fashions. Premiering this collection on a children's wear specific retailer has given the brand the opportunity to reach parents and their kids in an immersive way.

Playing around

Starting Nov. 9, when a consumer navigates to the Melijoe homepage two furry white paws reach up and drag the content off-screen, revealing a pop-up about the Karl Lagerfeld pre-order. From here, consumers can navigate to the product page to view the entire collection.



Lookbook image

As they peruse the logoed sweatshirts, edgy jackets, screen printed attire and accessories mimicking Mr. Lagerfeld's own style, Choupette pops up across the page. She may stick her paws through the arms of a dress, peek around a shirt or curl up on top of a skirt for a nap.

For children browsing along with their parents, this may make for a more memorable shopping experience. It may also spur interest in the collection from young fashionistas, creating young fans.

Those in the United Kingdom, France, United States, Russia, South Korea and Japan can enter a branded contest on Melijoe. By posting an animated image combining products and Choupette's visage to Twitter or Facebook and tagging it #MelijoeLovesKarl, consumers are in the running for a Karl ensemble, Melijoe gift card or a special edition tote bag from the partnership.

The contest is running until Nov. 30.

On Melijoe's Web site, consumers can read Little Karl Daily, a children's version of the brand's newspaper, Karl Daily.

Four exclusive animated films depict Choupette in fashion-forward situations, wreaking havoc on a runway or interrupting a photo shoot.

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The feline star Choupette is here to announce a worldwide first: pre-order the debut Karl Lagerfeld Kids collection at...

Posted by [Melijoe](#) on [Monday, November 9, 2015](#)

Choupette is a frequent subject for Mr. Lagerfeld's designs, inspiring everything from fashion to beauty lines.

Fashion label Karl Lagerfeld is showing off its "humor and self-mockery" through a capsule collection and animated video starring the namesake designer and his furry friend Choupette.

The film brings to life illustrator Tiffany Cooper's comical drawings of the duo off on summer adventures, hula dancing in Hawaii or attending sleep away camp. This shows that the brand's designer does not take himself too seriously, even when working for illustrious brands such as Fendi and Chanel ([see story](#)).

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