

APPAREL AND ACCESSORIES

## Karl Lagerfeld's #TeamKarl subject of interview series

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*Lima Che for #TeamKarl*

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By STAFF REPORTS

Designer Karl Lagerfeld's eponymous fashion label is introducing consumers to members of #TeamKarl through candid interviews.

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The #TeamKarl series is hosted on the Karl Lagerfeld brand Web site and spotlights the creative talent and influencers that have working relationships with the label. Mr. Lagerfeld keeps busy as the creative director of both Fendi and Chanel, as well as pet projects such as photography exhibitions and guest film directing, so introducing individuals that inspire the designer may resonate with consumers.

### Members only

The first to be featured in the #TeamKarl series is Lima Ch, a Belgian fashion blogger. Ms. Ch held an in-store meet-and-greet for followers of her Lima's Wardrobe blog and Instagram community at Karl Lagerfeld's boutiques in Antwerp and Brussels, an experience she calls "unforgettable."

In the Q&A section, Mr. Ch describes herself in a "Karlism," shares her must-have accessory and picks "kalm or crazy" and "kulted or klassik" to describe her tastes.

The second #TeamKarl member to be interviewed is Frederica, a style blogger living in the South of France. Karl Lagerfeld the brand has worked with Frederica on a number of projects and trusts her styling tips and tricks shared on her Web site.

Frederica also answers the same questions poised to Ms. Ch as well as what the motto of #TeamKarl should be. She responds, "Be yourself, but better."



#### *Frederica for Karl Lagerfeld's #TeamKarl*

Each of the interviews link back to the #TeamKarl members' personal blogs. By doing so, Karl Lagerfeld can tap into the established communities of both bloggers, and vice versa.

The content also features a shoppable section that allows the consumer to shop the Karl Lagerfeld tee worn by Ms. Ch and Frederica. The \$99 screen-printed tee shows a large hashtag next to a profile silhouette of Mr. Lagerfeld.

In 2014, U.S. fashion brand Marc Jacobs similarly highlighted its store employees' personal style through a series of Instagram videos.

The #MJCommute shorts showed associates biking, driving or walking to work wearing head-to-toe Marc Jacobs styled their own way. With this series, the employees act as brand evangelists, communicating who Marc Jacobs the company is beyond its eponymous founder ([see story](#)).

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