

APPAREL AND ACCESSORIES

## Karl Lagerfeld fetes North American launch with overseas ad campaign

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*Image from Karl Lagerfeld Paris' fall 2016 campaign*

By SARAH JONES

Designer Karl Lagerfeld's eponymous brand is bringing Parisian flair to North America as it enters the market under a licensing deal.

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Karl Lagerfeld Paris, produced with apparel company G-III, has timed the launch of its fall 2016 advertising campaign to herald its entry in the United States, Canada and Mexico. A creative expression of the actual expansion, the campaign captures the collection's trip across the Atlantic from France.

"Karl Lagerfeld is an icon and he excels at knowing how to make classic statements that can be worn alone or paired well with others," said Kimmie Smith, co-founder/creative director of [Accessory2](#) and co-founder/style director of [Athleisure Mag](#). "His ability to create great collections that can speak to multiple style personalities is one that will be embraced by the North American audience."

Ms. Smith is not affiliated with [Karl Lagerfeld Paris](#), but agreed to comment as an industry expert.

[Karl Lagerfeld Paris](#) did not respond by press deadline.

Across the pond

Karl Lagerfeld North America is a joint venture between Karl Lagerfeld and GIII Apparel Group, a company that also produces licensed products for Calvin Klein, Kenneth Cole and Ivanka Trump ([see story](#)). GIII recently acquired Donna Karan International from LVMH.

The Karl Lagerfeld brand, which draws on the designer's aspirational positioning from his work with Chanel and Fendi, is based in the Sain-Germain-des-Prs district of Paris. His namesake collection features a sophisticated rock n' roll vibe.

Catering to North American clientele, the debut collection designed specifically for the market is primarily fashioned in black and white, with pops of color and printed textiles. The line includes accessories, handbags,

footwear and ready-to-wear attire.



*Teaser image for Karl Lagerfeld Paris launch*

North American consumers are likely familiar with Mr. Lagerfeld as a fashion personality, but many may not yet be aware of his own label. To introduce Karl Lagerfeld Paris to this audience, the brand's fall advertising campaign is dedicated to the expansion.

The "Love From Paris, Karl xx" campaign reflects the aesthetic of the fashions. Shot in black-and-white by the designer himself, the campaign finds models Hailey Baldwin and Joan Smalls posing against iconic landmarks of Paris and New York.

Conceived by Laird + Partners with styling by Charlotte Stockdale, the campaign was artistic directed by Mr. Lagerfeld.

Karl Lagerfeld Paris' campaign will officially launch on Sept. 7, with placements in fashion and lifestyle publications and social media content.

A behind-the-scenes film shows the models on set. In between poses, the video finds the pair talking about working with Mr. Lagerfeld while the designer shares his love of working with the models of the moment.

#### *Making Of Karl Lagerfeld Paris - FW16 Campaign*

Consumers will be able to shop the collection in-stores through Lord & Taylor and Dillards in the United States, Hudson's Bay in Canada and Liverpool in Mexico. The brand has also created a unique Web site, [KarlLagerfeldParis.com](http://KarlLagerfeldParis.com), for consumers in North America to shop the collection and explore content.

"People love being able to see a campaign that they can access now as opposed to waiting months down the road to get it," Ms. Smith said. "It's also exciting that you're seeing major models being utilized who wear Karl's lines in this one as well.

"It conveys a strong message that it is something that is easily embraced and that it's not just about the price point."

#### *Expansion mode*

Mr. Lagerfeld has been expanding distribution of his eponymous line through collaborations and new collections.

French fashion label Karl Lagerfeld made a foray into ecommerce with the upcoming launch of its online store.

According to [WWD](#), the venture in partnership with the newly formed Yoox Net-A-Porter Group is a head-first leap, establishing ecommerce sites for multiple countries and languages from the start rather than doing a slower roll-out internationally ([see story](#)).

In 2014, the label made its first retail appearance in the United Arab Emirates with a space in the Dubai location of Galeries Lafayette ([see story](#)).

The brand has proven it knows how to make an entrance.

Mr. Lagerfeld also spent time curating the fragrance portfolio of his eponymous fashion label with an interactive digital touchpoint approach to increase awareness for the new range.

After a 10-day countdown of cartoon hands outfitted with Mr. Lagerfeld's signature studded black leather gloves, the brand officially debuted its namesake fragrances for men and women at London department store Harrods March 13. Both the countdown and Mr. Lagerfeld's celebrity status among fashionable individuals ensured that consumers routinely tuned in as the launch developed ([see story](#)).

"Luxury brands understand that they want to maintain their core customer; however, they do not want to leave dollars on the table of those that would have an interest in wearing a brand and its aesthetic at a lower price point," said

"In addition, even luxury customers continue to support the brand when it adopts a diffusion line," she said. "The effect of high-low in terms of price point is one that allows the consumer to choose how they want to align with a brand.

"I think consumers will be receptive as Karl Lagerfeld is a brand that focuses on classic and detailed styling regardless of what it is that he is offering. It presents a chic element that is exciting to include within one's personal assortment."

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