

TRAVEL AND HOSPITALITY

## Karl Lagerfeld enters licensing agreement for branded hospitality network

October 17, 2016



*Karl Lagerfeld*

By STAFF REPORTS

Fashion designer Karl Lagerfeld is expanding his namesake brand's international reach by developing a hospitality division.

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Always one to keep busy, Mr. Lagerfeld is the creative director of both Chanel and Fendi, as well as his own fashion line, and hobby projects and collaborations ranging from colored pencil kits to photography exhibitions. To launch his brand into the hospitality sector, Mr. Lagerfeld has inked a long-term license agreement with Brandmark Collective B.V.

Booking a stay at the hotel Karl Lagerfeld

Karl Lagerfeld's international hospitality brand will be named Karl Lagerfeld Hotels and Resorts.

As with many of his projects, Mr. Lagerfeld's vision and aesthetic will be implemented throughout hospitality properties including hotels, residential properties, restaurants and private clubs.

"Expanding our brand into the hospitality sector reflects our greater vision to broaden Karl Lagerfeld's comprehensive lifestyle experience," said Pier Paolo Righi, CEO and president of Karl Lagerfeld. "Developing the Karl Lagerfeld six-star hotel in Macau, which is scheduled to open in 2017, has been an exciting process for our whole team, and we look forward to further expanding into this field."

In addition to the Macau property, Karl Lagerfeld plans to set up a footprint in gateway markets and resort destinations around the world.

"We inherently understand the unique needs of hospitality owners and developers," said Tony Kurz, CEO of Brandmark Collective. "And we will collectively deliver Karl Lagerfeld brand offering in a way that celebrates the designer's unique talent and approach to fashion and lifestyle."



### *Karl Lagerfeld*

Mr. Lagerfeld has worked on a number of one-off residential partnerships, trying his hand at interior design.

For example, Mr. Lagerfeld brought his signature aesthetic to Canada with the design of two residential spaces.

Mr. Lagerfeld partnered with CD Capital Developments and Freed Developments to select the furniture and finishings for two branded residential lobby areas in the Art Shoppe Lofts + Condos in Toronto. "Lobbies by Karl Lagerfeld" was the designer's first interior design project in Canada, allowing him to have an enduring presence in the city ([see story](#)).

Also, The Trump Group got interior design help from one of the world's most acclaimed designers.

In a partnership arranged by Leitzes & Co., Karl Lagerfeld designed the lobbies of Trump Group's Estates at Acqualina, a luxury residential development in Miami slated for a 2020 open. Mr. Lagerfeld brought his own aesthetic to the development, giving it a distinct personality that will separate it from neighboring luxury residences ([see story](#)).

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