

APPAREL AND ACCESSORIES

## Karl Lagerfeld's Choupette gets stuffed animal treatment

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*Karl Lagerfeld with Choupette*

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By STAFF REPORTS

Fashion designer Karl Lagerfeld's feline friend is being immortalized in plush form.

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A celebrity in her own right thanks to her famous owner, Choupette has lent her face to everything from makeup to fashions in the Karl Lagerfeld collection. Now, the label is teaming up with German toy maker Steiff on a limited-edition stuffed version of the cat, enabling fashion fans who have been coveting the cat to adopt their own Choupette.

### Cat's out of the bag

Mr. Lagerfeld's Birman cat appears frequently on the designer's social media accounts, and she has become a social media star herself. The cat has spawned spoof social media accounts under the name @ChoupettesDiary that count more than 90,000 followers.

**WWD** reports that the plush figure will be about 16 inches long, and will come with a companion magnetic mouse. Similar to the real Choupette, this stuffed animal will have white fur and blue eyes.



### *Choupette*

Limited to 2,000 the Steiff Choupette will retail exclusively at Karl Lagerfeld boutiques and the brand's ecommerce site from May. Later, the toy, priced at \$538, will also be sold at Steiff stores, the brand's Web site and toy stores.

Mr. Lagerfeld himself was recreated in stuffed form by Steiff to celebrate the toy maker's 125th anniversary in 2013.

In 2014, Mr. Lagerfeld worked with Japanese cosmetic brand Shu Uemura to launch a Choupette-themed makeup line ([see story](#)). For the designer's guest editing gig for the Christmas issue of Vogue Paris, he included photography of his pet within the magazine ([see story](#)).



### *Karl Lagerfeld collection featuring Tiffany Cooper's drawings of Choupette*

Choupette has also been a motif in Mr. Lagerfeld's collections, appearing in cartoon form on accessories and apparel and appearing in marketing efforts.

If the frenzy around other Karl Lagerfeld collaborations is any indication, Steiff's Choupette will sell out quickly.

In 2014, a limited-edition Barbie based on Karl Lagerfeld went on sale ([see story](#)). Net-A-Porter, one of the exclusive retailers of the 999 dolls, sold out completely within hours of going on sale.