

APPAREL AND ACCESSORIES

## Karl Lagerfeld's feminine aesthetic translated to debut evening wear line

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*Karl Lagerfeld, photograph taken by Hedi Slimane*

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By STAFF REPORTS

Fashion designer Karl Lagerfeld's namesake label is expanding its category offerings as it moves further toward a complete lifestyle brand.

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Currently, Karl Lagerfeld Paris' product portfolio includes apparel and accessories, fragrance, fashion jewelry, watches and eyewear as well as a recently announced hospitality project ([see story](#)). As brands develop, they often introduce new product categories to appease devoted fans who want to include the label and its wares in all aspects of their lives.

An evening with Karl

The Karl Lagerfeld Social Collection includes 13 designer gowns with an elegant color palette and the Parisian chic aesthetic Mr. Lagerfeld is known for.

Styles within the capsule include off-the-shoulder gowns and long-sleeved cocktail dresses, playing into today's coveted trends.

Reflecting Mr. Lagerfeld's well-known feminine designs, seen most notably on the Chanel and Fendi runways, the collection has details such as sequin, lace, pearl and floral appliques. Gowns and cocktail dresses also feature three-dimensional fabric details and woven accents.

"We are thrilled to bring this inspiring collection to market, fusing together our many years of design expertise in all things evening wear, with the new Karl Lagerfeld Paris brand heritage of classic style and elevated taste level which addresses all ages," said Camille Passaro, president of Karl Lagerfeld Paris' dress division, in a brand statement.

"We are confident this collection will showcase a timeless yet innovative and modern perspective on the beloved Karl Lagerfeld Paris brand," she said.



*Dress styles from Karl Lagerfeld Paris' Social Collection of evening wear*

Karl Lagerfeld's evening wear collection will debut at select Lord & Taylor and Dillard's department stores next month and is currently available on the brand's Web site.

Prices for the gowns and dresses range from \$168 to \$398, and will be available in sizes 0 (XS) through 16 (XL).

Karl Lagerfeld also recently launched a collection of bridal jewelry. The Say Yes With Karl line of engagement rings and wedding bands are rooted in the line's "accessible-luxe" approach to style and was inspired by the brand's design codes such as pointed studs and geometric shapes.

Similar to the evening wear line, the bridal jewelry speaks to Mr. Lagerfeld's "Parisian sophisticated and flair." The bridal jewelry collection includes three lines: Pyramid, Perspective and Arch.

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