

MARKETING

Choupette reportedly "devastated" by Instagram hack

March 24, 2017



Karl Lagerfeld with Choupette

By STAFF REPORTS

Fashion designer Karl Lagerfeld's beloved feline companion Choupette's social media was hacked.

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Choupette's Diary began as a Twitter account narrating the life of Mr. Lagerfeld's pet in 2012, before creator Ashley Tschudin added an Instagram handle and blog of the same name. Told in the perspective of Choupette, the social media accounts offer satirical commentary on fashion, travel, pop culture and even beauty recommendations.

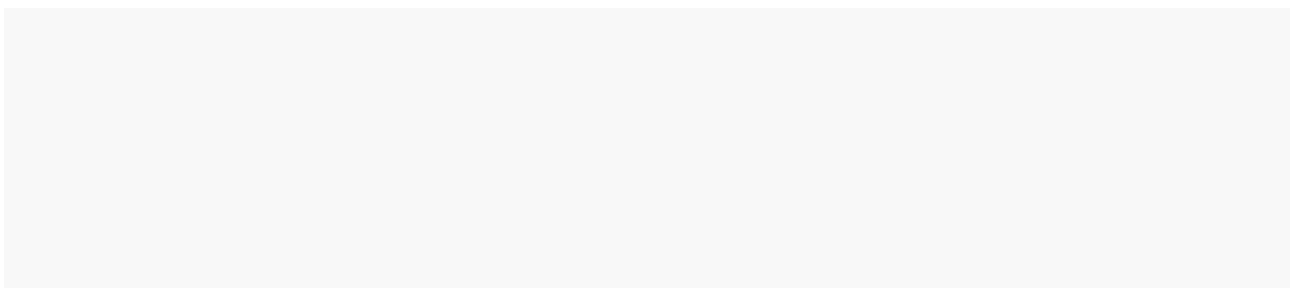
Meow the alarms

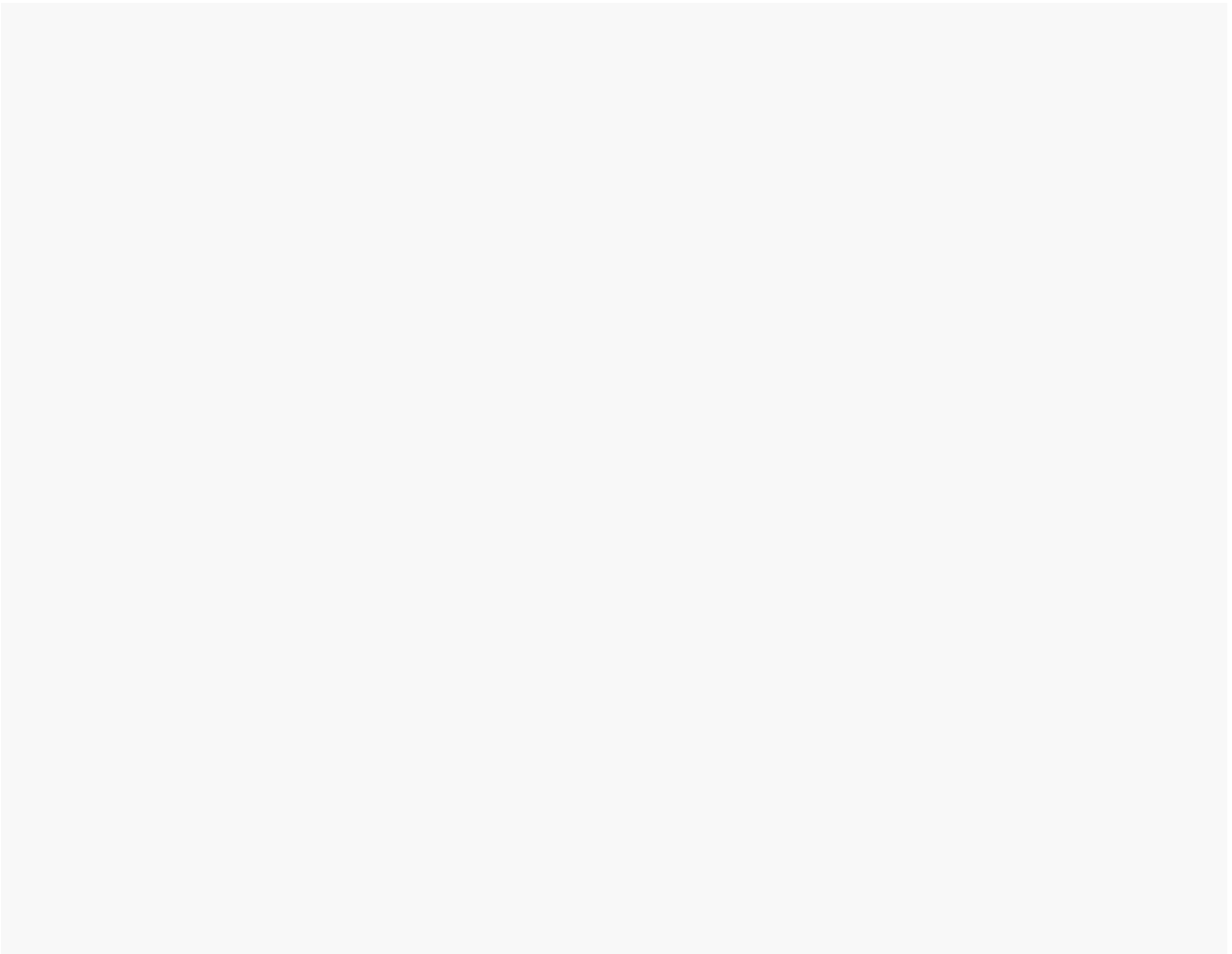
On Twitter the Choupette's Diary account counts more than 51,000 followers and on Instagram the social reach nearly doubles with a community of 96,200.

Yesterday, Ms. Tschudin tweeted "ATTENTION! Somebody hacked my Instagram and changed the password Anyone have a contact at Instagram to send moi? Merci!"

Once Ms. Tschudin was able to log back into the Choupette's Diary Instagram account, she tweeted to her followers, "All is well that ends well dahhhhlings!" Her tweet included the kissing face cat emoji for good measure.

During the period of time that the account was hacked, no posts were shared and nothing was deleted.





Early to bed. Early to rise (and wake Daddy @karllagerfeld) ?#NationalCatDay

A post shared by Choupette Lagerfeld (@choupettesdiary) on Feb 17, 2017 at 5:58pm PST

Keeping up her gig as the voice behind a fluffy birman cat, Ms. Tschudin told [W magazine](#) that "Choupette was devastated. Does anything really happen if it isn't shared on Instagram? It's like her whole week was a figment of her imagination without photographic proof."

Choupette's likeness has been used for beauty, fashion and accessories by the Karl Lagerfeld brand.

Recently, it was announced that Mr. Lagerfeld's cat would be immortalized in plush form. The designer's label is teaming up with German toymaker Steiff on a limited-edition stuffed version of the cat, enabling fashion fans who have been coveting the cat to adopt their own Choupette.

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 ([see story](#)).