

APPAREL AND ACCESSORIES

## Karl Lagerfeld's love of photography explored for fall 2017

May 22, 2017



*Karl Lagerfeld is an avid photographer*

---

By STAFF REPORTS

Fashion designer Karl Lagerfeld is turning a beloved hobby into a capsule collection for his eponymous brand.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Mr. Lagerfeld, who doubles as the creative directors of Fendi and Chanel, often collaborates with other luxury houses on photography projects in addition to campaigns for the brands he leads. Mr. Lagerfeld has also shared his personal pastime in a number of gallery exhibits, fashion editorials and photography books ([see story](#))

### Picture purrfect

For fall 2017, Mr. Lagerfeld is bringing his hobby to consumers through a capsule of apparel and accessories.

According to Mr. Lagerfeld's brand Web site, the designer added "photographer" to his CV in the 1980s. During this time, Mr. Lagerfeld first began shooting his own fashion campaigns for Chanel and Fendi.

The Karl Lagerfeld fall 2017 capsule features cartoon illustrations of Mr. Lagerfeld and his feline companion Choupette. The photography-inspired line includes the duo in self-portraits and playful graphics such as a photo booth picture reel, Polaroid snapshots and pixelated abstracts.

Mr. Lagerfeld's capsule also includes two handbags designed to resemble a camera bag.



*The Karl Lagerfeld K/Photo Camera crossbody handbag for fall 2017*

Pieces in the collection range from \$35 for a smartphone case featuring a selfie-taking Choupette to \$395 for a satin bomber jacket with a photo booth reel of Mr. Lagerfeld taking a picture of himself, a price range that is accessible to a wider audience.

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](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.