

FRAGRANCE AND PERSONAL CARE

## Karl Lagerfeld to launch ModelCo limited-edition cosmetics in 2018

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*Karl Lagerfeld x ModelCo's limited-edition collection will launch in early 2018*

By STAFF REPORTS

Fashion designer Karl Lagerfeld's feline companion Choupette has inspired yet another brand collaboration, this time with the launch of an upcoming colored cosmetics collection.

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Mr. Lagerfeld has used the likeness of Choupette across many pillars, including apparel and accessories and a holiday beauty capsule with Japan's Shu Uemura in 2014. For aspirational fans who are unable to purchase apparel designed by Mr. Lagerfeld for his own line or Fendi and Chanel, the entry-level price point of a beauty collection is an attractive option ([see story](#)).

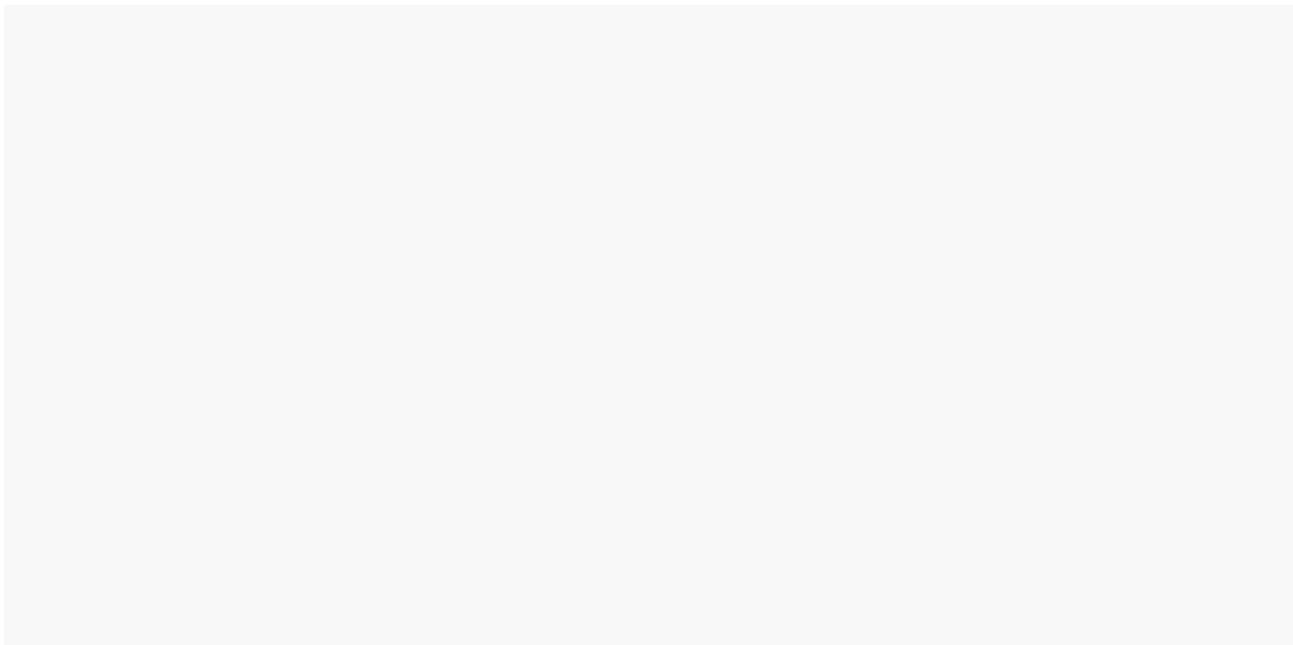
Choupette and color cosmetics

For his upcoming cosmetics line, Mr. Lagerfeld has partnered with Australia's ModelCo Cosmetics.

The brand proudly shares that it does not test on animals, linking Choupette to its commitment to cruelty-free beauty.

Scheduled to debut in early 2018, the Karl Lagerfeld x ModelCo colored cosmetics line will have a theme of "Illuminated Beauty." The limited-edition collection will feature what ModelCo calls "innovative and collectable beauty products."

The collection will be available globally at Karl Lagerfeld boutiques and on the designer's Web site. ModelCo will also distribute the collection through its Web site and top-tier beauty retailers.



TESTED ON MODELS, NOT ANIMALS: The queen of fashion felines @chouettesdiary aka Choupette Lagerfeld inspiring our commitment to cruelty-free beauty #ModelCoMuse #KarlLagerfeld #crueltyfreebeauty

A post shared by ModelCo (@modelco\_cosmetics) on May 23, 2017 at 2:07am PDT

"Introducing the limited-edition Karl Lagerfeld + ModelCo color collection is an exciting endeavor for our brand," said Pier Paolo Righi, CEO of Karl Lagerfeld, in a statement.

"Through this collaboration we can offer our consumers a glimpse into how we translate the Karl Lagerfeld vision and aesthetic into unique cosmetics," he said. "We look forward to developing the collection and combining our signature DNA with innovative, cutting-edge beauty products for all women."

In a statement, Shelley Sullivan, founder/CEO of ModelCo expressed her excitement of working with the Karl Lagerfeld team.

"This super fun, highly coveted and collectible collection will combine our high-quality formulas and innovative, technical packaging with Karl Lagerfeld's unmistakable artistic aesthetic that's sophisticated, modern and cool," she said.

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