

APPAREL AND ACCESSORIES

Karl Lagerfeld to hold accessories pop-up in Milan

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Karl Lagerfeld accessories for fall/winter 2017. Image credit: Karl Lagerfeld

By STAFF REPORTS

Fashion designer Karl Lagerfeld will open a temporary shop at high-end department store Excelsior Milano during Milan Fashion Week.

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Mr. Lagerfeld will be in Milan for Italian fashion house Fendi's spring/summer 2018 runway presentation, but the designer will take the visit as an opportunity to also promote his namesake label. As the creative director for both Fendi and Chanel, Mr. Lagerfeld, now in his 80s, still finds time to design apparel and accessories for his own brand.

While in town

The Karl Lagerfeld pop-up shop at Excelsior Milano will be located on the department store's ground floor.

Scheduled to open Sept. 15, the Karl Lagerfeld-dedicated space will feature the designer's Karl Ikonik accessories line. Through Oct. 9, the pop-up will sell Karl Lagerfeld accessories such as handbags, wallets, small leather goods and other lifestyle products.

Also available will be pieces that recreate Mr. Lagerfeld's signature look including sunglasses, black leather gloves and blazers.



Karl Lagerfeld fall/winter 2017. Image credit: Karl Lagerfeld

To promote the in-store event, Excelsior Milano, designed by architect Jean Nouvel and Vincenzo de Cotiis, will decorate its exterior with screens. The screens will be from the ground up to the fourth floor and will project digital animations, likely to be of Mr. Lagerfeld and his cat, Choupette.

Mr. Lagerfeld often uses cartoon versions of himself and his feline friend to market the Karl Lagerfeld brand.

For example, the Karl Lagerfeld label showed off its "humor and self-mockery" through a capsule collection and animated video starring the namesake designer and Choupette.

The film brings to life illustrator Tiffany Cooper's comical drawings of the duo off on summer adventures, hula dancing in Hawaii or attending sleep away camp. This shows that the brand's designer does not take himself too seriously, even when working for illustrious brands such as Fendi and Chanel ([see story](#)).