

APPAREL AND ACCESSORIES

## Karl Lagerfeld diversifies product offering with denim debut

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*The Karl Lagerfeld brand includes apparel, accessories, fragrance and watches, among other categories. Image credit. Image credit: Hedi Slimane*

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By STAFF REPORTS

Fashion designer Karl Lagerfeld is expanding the scope of his label's licensing agreements to include the creation of a denim line for men and women.

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Per WWD, Karl Lagerfeld has entered a multi-year agreement with Italian denim manufacturer Giada SpA, which makes high-end denim line Jacob Cohen, sold at Harrods and Neiman Marcus. Mr. Lagerfeld, when not busy with Chanel and Fendi, also has licensing agreements for fragrances, cosmetics, watches and engagement ring ventures under his namesake fashion label.

For Karl's love of skinny jeans

Karl Lagerfeld's 10-season agreement with Giada includes the production and distribution of the Karl Lagerfeld Denim collection in Europe, the Middle East and Africa.

The denim collection will make its debut at retail in spring 2019 with pieces for men and women.

Founded in 1987, Giada is based in the Veneto region of northern Italy, which specializes in denim production. Giada recently opened a North American subsidiary to better expand within the United States, but the Karl Lagerfeld line will not be available in the market at launch.

Made 100 percent in Italy, the Karl Lagerfeld denim collection will be positioned for the premium segment of the market. Cuts include skinny, boyfriend and biker fits with styling such as texture effects, coatings and embellishments.



*Karl Lagerfeld's namesake line evokes the designer's personal sense of style. Image credit: Karl Lagerfeld*

Ahead of the spring 2019 denim line debut, the likeness of Mr. Lagerfeld's feline companion Choupette will be used for a collaboration with Australia-based ModelCo Cosmetics.

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 ([see story](#)).

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