

APPAREL AND ACCESSORIES

Kaia Gerber turns designer for Karl Lagerfeld collaboration

January 16, 2018



Kaia Gerber is collaborating with Karl Lagerfeld. Image courtesy of Karl Lagerfeld, photo by Romain Mayoussier

By STAFF REPORTS

Fashion designer Karl Lagerfeld is turning It girl model Kaia Gerber into a co-designer.

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Launching this fall, the collaborative Karl Lagerfeld x Kaia capsule collection will feature ready-to-wear and accessories such as footwear, eyewear and jewelry. Increasingly known for their personal style outside of photo shoots and runway shows, models are taking on more creative roles in the fashion industry.

Model fashion

The daughter of supermodel Cindy Crawford, Ms. Gerber's notoriety has accelerated since making her modeling debut in campaigns for brands such as Miu Miu and Marc Jacobs. She first appeared on the runway during New York Fashion Week last fall, and has since walked for a number of brands, including Chanel.



Kaia Gerber walking for Chanel. Image credit: Chanel

Ms. Gerber has 2.6 million Instagram followers, and the 16-year-old's personal style is frequently featured in the media.

The Karl Lagerfeld x Kaia collection will feature a mix of Mr. Lagerfeld's Parisian aesthetic with Ms. Gerber's Los Angeles perspective on fashion. Debuting for fall 2018, the line will retail at Karl Lagerfeld stores, Karl.com and select retailers.

"When Karl first told us his idea to collaborate with Kaia, we were all excited by the incredible potential and power of bringing their two worlds together," said Pier Paolo Righi, CEO of Karl Lagerfeld, in a statement.

"We have been working intensely over the last months with Kaia in L.A. and at our studio in Paris," he said. "It was exciting to see her clear vision, passion and engagement, and the collection will definitely inspire many young women."

Models can often lend a youthful perspective and a celebrity appeal to luxury brands.

British apparel and accessories label Mulberry targeted younger consumers with a handbag collection designed by It girl model Cara Delevingne.

To generate interest in the bags, Mulberry created a microsite destination where consumers can learn about the project and sign up to find out when the handbags will be available for purchase. Since Mulberry is considered a classic brand, shaking things up with a model-infused collection may help introduce the brand to a new audience ([see story](#)).