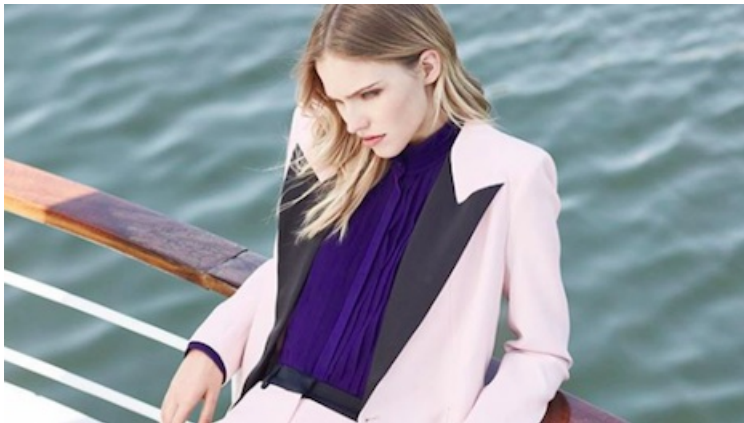


APPAREL AND ACCESSORIES

Karl Lagerfeld heads to the beach with licensing deal

February 27, 2018



Karl Lagerfeld is extending into swimwear. Image credit: Karl Lagerfeld

By STAFF REPORTS

Fashion designer Karl Lagerfeld has inked a multi-year licensing agreement with AreaB for beachwear.

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Comprising men's and women's swimwear and beachwear, the collection will debut this summer in Europe, the Middle East and Africa. Recent research from Global Industry Analysts projects that swimwear and beachwear is set to become a \$22.7 billion market by 2022, as consumers seek a healthy lifestyle.

Branching into beachwear

The license's initial term will run for four years. AreaB has made swimwear for other luxury labels such as Missoni, Moncler, Herms and Moschino.

Taking reference from Mr. Lagerfeld's "cool" and "contemporary" aesthetic, the collection is centered on classic styles.

Along with apparel, Karl Lagerfeld creates eyewear, footwear, candles and fashion jewelry.



The Karl Lagerfeld brand includes apparel, accessories, fragrance and watches, among other categories. Image

credit. Image credit: Hedi Slimane

Mr. Lagerfeld also recently expanded the scope of his label's licensing agreements to include the creation of a denim line for men and women.

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 ([see story](#)).

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