

APPAREL AND ACCESSORIES

Karl Lagerfeld embraces Russian market with new Moscow store

March 28, 2018



Karl Lagerfeld's new Moscow store. Image credit: Karl Lagerfeld

By STAFF REPORTS

Fashion designer Karl Lagerfeld is opening his first store in Moscow, Russia this month, which will feature an updated retail concept.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Russia has not always been a priority for luxury brands in recent years, but the opening of a new Karl Lagerfeld store shows that at least one label has confidence in the city's market. Karl Lagerfeld views the city as a vibrant, exciting place with lots of opportunities for high-fashion.

"Moscow is an amazingly dynamic city that is classic, cultural, creative and modern, all at the same time," said Pier Paolo Righi, CEO of **Karl Lagerfeld**, in a statement. "We see that Russian consumers are continuously engaging with our brand, both online and in our stores around the world.

"We are thrilled to bring the complete Karl Lagerfeld experience to Moscow with the opening of our first women's store, and we look forward to sharing the spirit of our brand and connecting with consumers directly in the Russian market."

Moscow nights

While Moscow may not be the most popular area in the world for high fashion, Karl Lagerfeld is still investing in the city with the opening of a new specialty retail concept in the city's fashionable Metropolis Shopping Mall.

The interior of the store is inspired by Mr. Lagerfeld's own home and office, complete with simple geometric rugs, clean lines and an open-air aesthetic.

Key decor details include a complete marble finish, soft red velvet chairs and a carpet with a thin red line around the edges, mimicking the red border that Mr. Lagerfeld often draws around his design sketches.

The store will focus on accessories and bags in particular but will also carry a women's ready-to-wear collection and footwear.



Inside the Moscow location. Image credit: Karl Lagerfeld

The store will also include a special sportswear collection presented in a large open trunk presented as a kind of modern-day treasure chest.

As the Russian market has matured and become more competitive, the country's retail sector is entering a period of optimization led by mobile purchasing and cross-border commerce, according to a report by East-West Digital News.

According to EWDN's "Ecommerce in Russia 2016" report, the country's total market size for physical goods has a value of approximately \$12 billion, an increase of 14 percent compared to 2015. During the market's growth spurt, more than 30 million consumers shopped online for a total of about 195 million orders, and more than 40 percent of those orders were placed from mobile devices ([see story](#)).

Karl Lagerfeld's new store opening is meant to take advantage of this growth and invest in Russia as a burgeoning new arena for luxury fashion.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.