

JEWELRY

Karl Lagerfeld looks to Swarovski for watch license

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Swarovski to herald Karl Lagerfeld's new watch collection; Image credit: Karl Lagerfeld.

By STAFF REPORTS

Fashion designer Karl Lagerfeld is investing in women's and men's watches on a global level through an agreement with precision-cut crystal maker Swarovski.

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A multi-year license agreement with the the crystal company will result in a watch collection, launching for fall/winter 2019. Karl Lagerfeld states that the new lines will be luxury watches, designed with the label's "modern, rock-chic" aesthetic in mind.

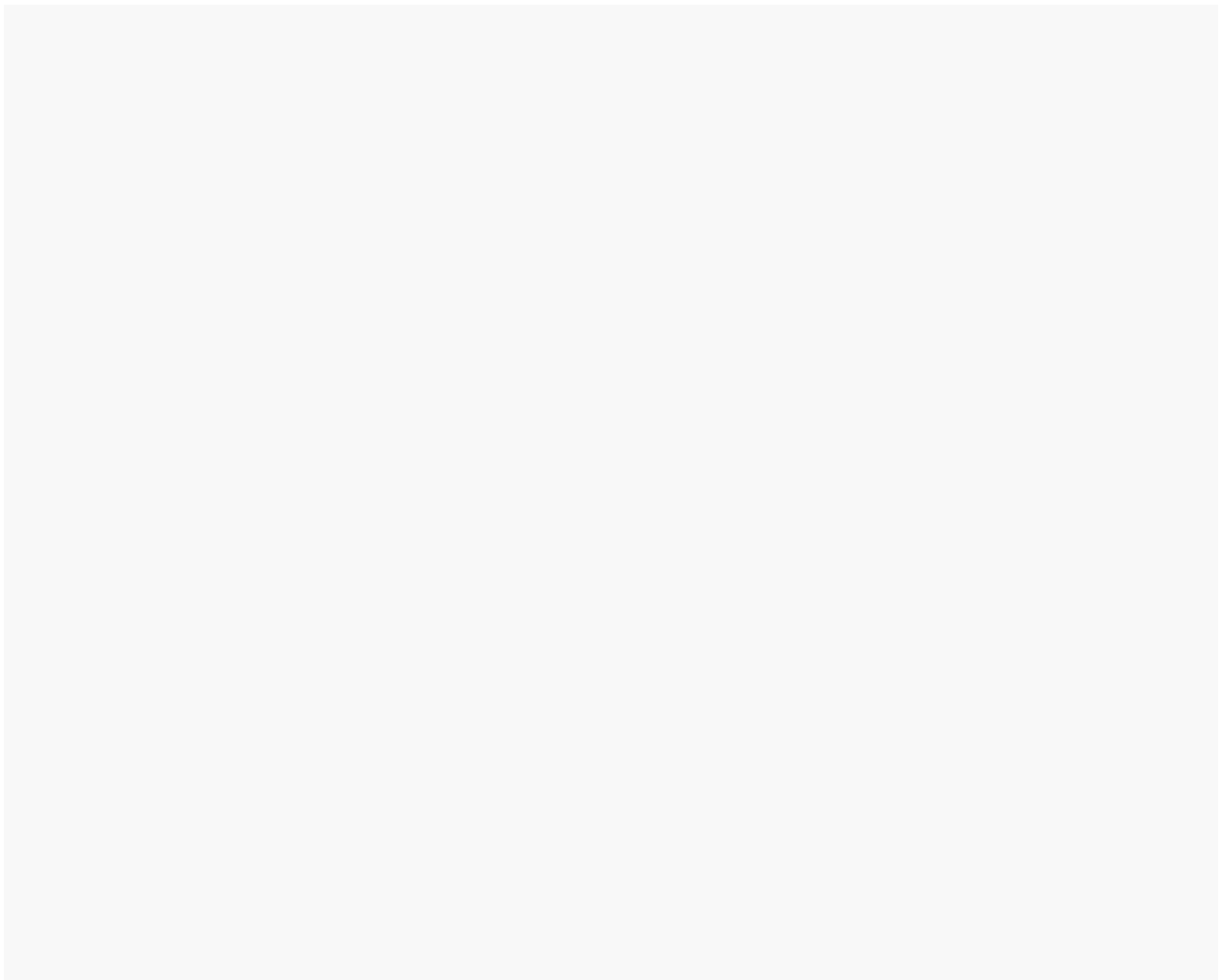
Swarovski collab

Karl Lagerfeld previously worked with Swarovski for its Karl Lagerfeld jewelry collection.

"As we evolve our global business strategy, we are excited to work with Swarovski to develop our men's and women's watch collections," said Pier Paolo Righi, CEO of Karl Lagerfeld, in a statement. "We first partnered with Swarovski in 2016 to license the Karl Lagerfeld jewelry collection, so this is a natural next step in our collaboration.

"We look forward to continued success and a commitment to quality as we develop Karl Lagerfeld watches."

This is also not the first time that Swarovski has partnered with another brand for a watch line. The brand has also worked with Fossil for a line of watches as well.



This weekend's going out look: sorted. Make like @alessandraambrosio and brighten up your outfit with colorful #Swarovski jewelry.

A post shared by SWAROVSKI (@swarovski) on Apr 26, 2018 at 1:57am PDT

The new watches will be available at both Karl Lagerfeld stores and online, as well as Swarovski locations around the world.

Prices will range from 99 euros to 250 euros, or \$118 to \$298 at current exchange.

"Entering into a global license agreement for Karl Lagerfeld watches, embellished with crystals from Swarovski, is a very exciting development and a welcomed continuation of our creative relationship with the brand," said Markus Langes-Swarovski, member of the Swarovski Executive Board, in a statement.

Karl Lagerfeld has been expanding its offerings through licenses. The label also recently inked a multi-year licensing agreement with AreaB for beachwear.

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 ([see more](#)).