

FRAGRANCE AND PERSONAL CARE

Karl Lagerfeld branches into beauty via ModelCo collaboration

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Karl Lagerfeld is debuting a limited-edition makeup line. Image credit: ModelCo

By SARAH JONES

Fashion designer Karl Lagerfeld is extending his eponymous brand into cosmetics with a collection that reflects his playful yet polished aesthetic.

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Working with Australian cosmetics company ModelCo, the label has created a 50-piece line that includes products and tools. While Karl Lagerfeld has previously released fragrances, this marks the brand's first makeup line.

[Karl Lagerfeld](#) and [ModelCo](#) were reached for comment.

Karl cosmetics

The limited-edition Karl Lagerfeld + ModelCo collection centers on the theme "Illuminated Beauty."

Products in the collection include highlighters, glitter eyeliner, eyeshadows and lipcolor in matte and glossy formulas.

Bringing a branded touch to the packaging, the line's lip glosses, lip balms and makeup brushes feature a cartoon model of Mr. Lagerfeld's head, complete with his signature sunglasses and ponytail.

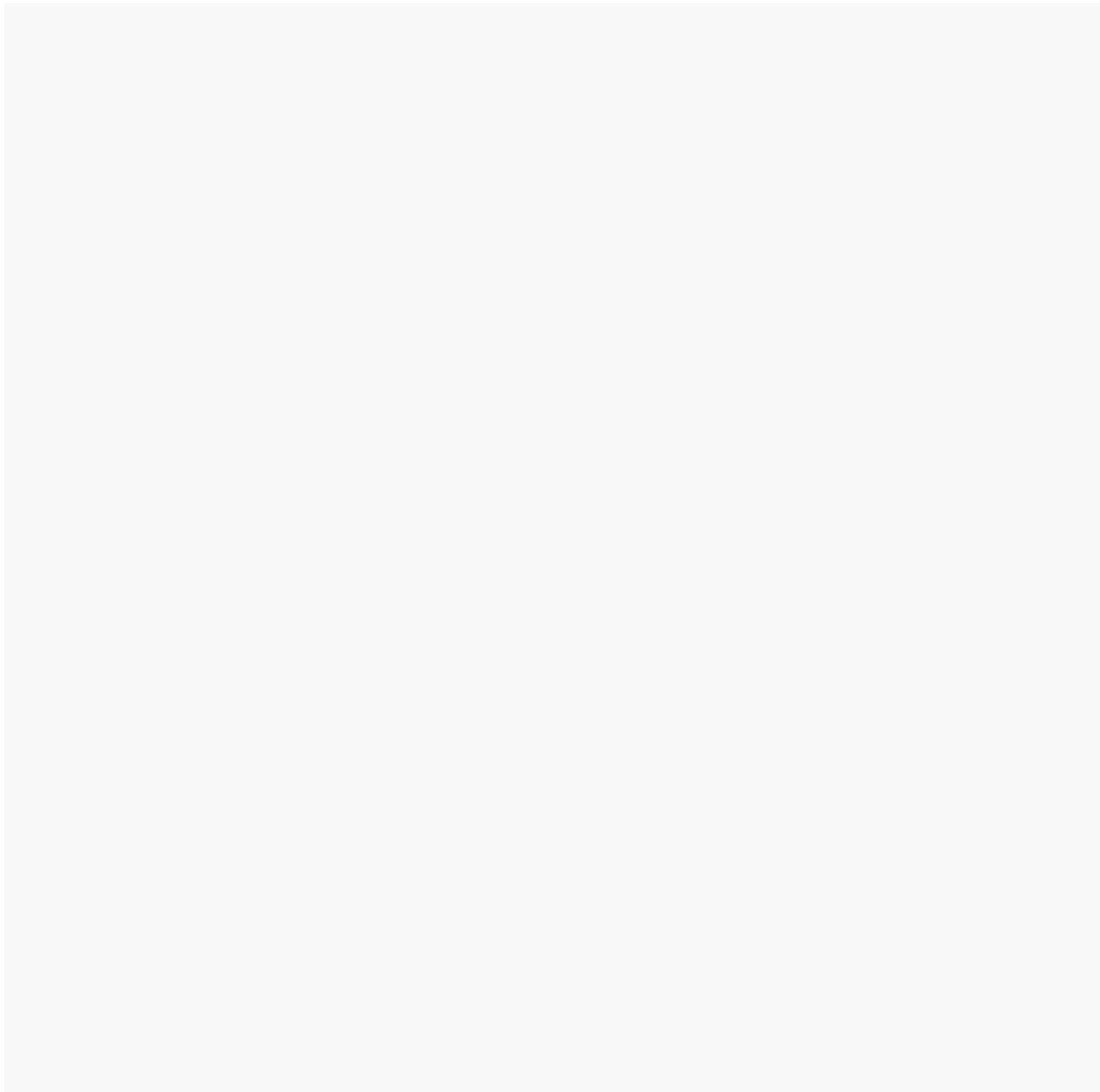


Karl Lagerfeld + ModelCo. Image credit: ModelCo

An eyeshadow palette is packaged in a cat-shaped container that resembles Mr. Lagerfeld's pet and best friend Choupette.

Taking reference from the brand's fashion credentials, a lip gift set comes in a black glittery minaudiere with the name "Karl" inscribed on the front in hot pink.

For the collection's launch on May 14, Karl Lagerfeld took to Paris' streets. A line of "Beauty Butlers" donning helmets with the likeness of the designer's head marched around the city.



KARL LAGERFELD + MODELCO beauty butlers set to bring Paris to a stand still in celebration of the official launch of our limited edition collectable beauty range! @karllagerfeld #KISSMEKARL #MODELCO #KARLLAGERFELD Creative Director: @mrweekes Choreographer: @jpchandlerofficial

A post shared by ModelCo (@modelco_cosmetics) on May 15, 2018 at 1:48am PDT

The mascots also made their way to Place Vendme for a dance performance.

Karl Lagerfeld and ModelCo also created a launch campaign featuring model Stella Maxwell. Set to the Blondie track "Rapture," the campaign film focuses on the line's Liplights lip gloss.

Pink neon lights read, "Kiss me Karl," illuminating the otherwise dimly lit space.

Starring alongside Ms. Maxwell is a 3D character of Mr. Lagerfeld. This figure snaps photos of the model, reflecting the real Mr. Lagerfeld's penchant for photography.

Karl Lagerfeld + ModelCo

"Our consumers are at the heart of our business, and we are excited to inspire them with the innovative Karl Lagerfeld + ModelCo beauty collection," said Pier Paolo Righi, CEO of Karl Lagerfeld, in a statement. "It translates Karl's vision and brand spirit into iconic cosmetics, and we look forward to launching this limited edition collection."

Karl Lagerfeld + ModelCo will be available via Karl Lagerfeld stores, Karl.com and ModelCo's ecommerce site. Select retailers including Nordstrom, Galeries Lafayette, Douglas, Cult Beauty and Nocibe will also carry the line.

Beauty business

While this is Karl Lagerfeld's first branded beauty line, the label has previously launched fragrances.

Mr. Lagerfeld, who is creative director of both Chanel and Fendi, spent time curating the fragrance portfolio of his eponymous fashion label with an interactive digital touchpoint approach to increase awareness for the new range.

After a 10-day countdown of cartoon hands outfitted with Mr. Lagerfeld's signature studded black leather gloves, the brand officially debuted its namesake fragrances for men and women at London department store Harrods in 2014. Both the countdown and Mr. Lagerfeld's celebrity status among fashionable individuals ensured that consumers routinely tuned in as the launch developed ([see story](#)).

Choupette has also gotten the beauty treatment.

Together with Japanese cosmetics brand Shu Uemura, Mr. Lagerfeld celebrated his feline sidekick, Choupette, with a dedicated beauty line.

Mr. Lagerfeld's beloved red point Birman cat has inspired Choupette-themed apparel and accessories and is often featured on the designer's social media accounts. For aspirational fans who were unable to purchase apparel designed by Mr. Lagerfeld, but were enamored with Choupette, the entry-level price point of the "Shupette" collection allowed for interaction and was sure to build awareness among young consumers ([see story](#)).

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