

TRAVEL AND HOSPITALITY

## Karl Lagerfeld exclusive skincare products to be offered at Dream Hotels

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*The collection of soaps, shampoos and lotions features notes of citrus fruits with base notes of vetiver wood and musk, emanating an earthy scent. Image courtesy of Dream Hotels*

By LUXURY DAILY NEWS SERVICE

Fashion designer Karl Lagerfeld's namesake brand will now have a presence in Dream Hotels around the world.

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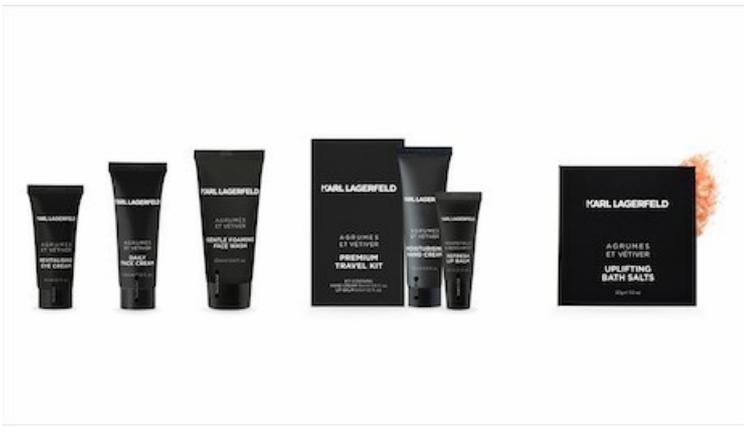
Dream Hotels will be offering an exclusive range of Karl Lagerfeld skincare products for guests at any location. The five-piece collection will feature soaps, shampoos and lotions, while select locations will have certain extension items including lip balm, eye cream and more.

"At Dream, our hotels are more than just a place to rest your head; they are a destination for guests to explore and be inspired welcoming Karl Lagerfeld amenities is a perfect extension of this philosophy," said Jay Stein, CEO of Dream Hotel Group, in a statement. "We are thrilled to be pushing the boundaries alongside the iconic Karl Lagerfeld brand."

Chic dreaming

The **Karl Lagerfeld** brand currently produces designer handbags, watches, shoes, apparel and more.

In 2016, Karl Lagerfeld began expanding his namesake brand's international reach by developing a hospitality division ([see story](#)).



*The extension items include lip balm, eye cream, face cream, face wash, hand cream and bath salts. Image courtesy of Dream Hotels*

The innovative, forward-looking spirit of Mr. Lagerfeld melds seamlessly with the lively spirit of Dream Hotels.

Guests of Dream Hotels will be the first to experience the Karl Lagerfeld Argumes et Vetiver line, which will serve as a crucial aspect to their stays.

The collection of soaps, shampoos and lotions features notes of citrus fruits with base notes of vetiver wood and musk, emanating an earthy scent.

The extension items, available at select locations, include lip balm, eye cream, face cream, face wash, hand cream and bath salts.

The items are distributed through luxury hotel amenity provider Vanity Group and incorporate vegan formulations.

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