

MULTICHANNEL

Karl Lagerfeld expands into fragrance realm with multichannel strategy

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By JEN KING

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

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Luxury Daily

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 March 13. Both the countdown and Mr. Lagerfeld's celebrity status among fashionable individuals ensured that consumers routinely tuned in as the launch developed.

"The microsite enables a wonderful immersion into Karl's world," said David Benattar, CEO of [Antebellum](#), a New York-based digital and creative agency. "It gives that intimacy that consumers are craving for. We all know that Karl is the hottest designer property in fashion.

"You can trust that millions will enjoy the behind the scene dimension of the Web site," he said. "For once, a marketing launch is putting all type of rich media content into an attractive, dynamic microsite.

"Think about it as a stream of consciousness directly plugged into Karl's world - another master coup."

Mr. Benattar is not affiliated with Karl Lagerfeld, but agreed to comment as an industry expert.

Karl Lagerfeld did not respond by press deadline.

Counting down to Karl

During the countdown for Karl Lagerfeld's namesake fragrance for men and women, launched globally on March 13, the fashion label continually teased content to engage consumers.

Karl Lagerfeld's teaser materials included silhouette images of the bottle design, campaign video teaser, editorial coverage of Mr. Lagerfeld and his namesake brand found in the pages of French magazine Madame Figaro and images from the launch party in Paris March 11.



#KARLPARFUMS ARRIVES IN 1 DAY

Last day of the Karl Parfum countdown on Karl Lagerfeld's Facebook

The fragrance division of the brand, Karl Lagerfeld Parfums and its signature scent of the same name was launched with a microsite and Emoti mobile application inspired by Mr. Lagerfeld.

Karl Lagerfeld's dedicated microsite, KarlParfums.com, allows consumers to explore the fragrance through a campaign video short. The 35-second video alternates between views of a topless man and a woman, wearing studded black leather gloves similar to those worn by Mr. Lagerfeld, embracing and tousling their hair.

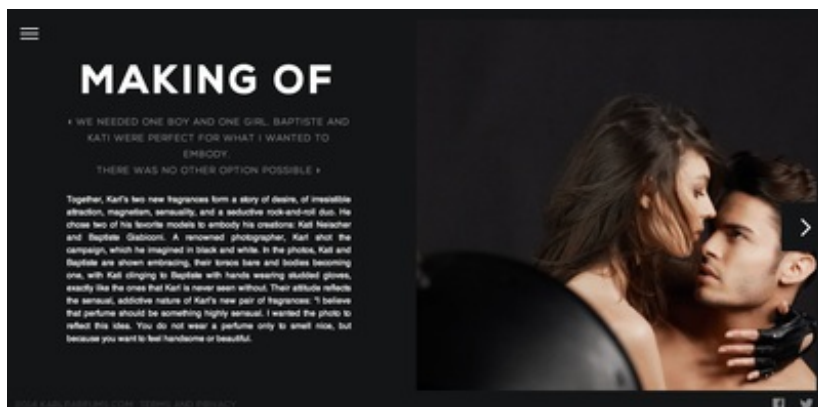
In the video, the models, Kati Neischer and Baptiste Giabiconi, look seductively at the

camera while the shots alternate with details of the fragrance's bottles and bubbles forming within the juice. The video ends as the bubbles inside the women's bottle form the Karl Lagerfeld logo.

Karl Parfums campaign video

In between sections of the microsite are inspirational fragrance-focused quotes from Karl Lagerfeld. For example, one such quote is fragrance is “fashion for the nose” and another is “fragrance makes life more beautiful.”

As the consumer continues to scroll, a behind-the-scenes section can be explored through text and a photo gallery. Here, the consumer learns that Mr. Lagerfeld shot the campaign and that the fragrance has a rock and roll attitude embodied by the models.



Behind-the-scenes section of the Karl Lagerfeld fragrance campaign

When a fragrance is selected the consumer can read about Mr. Lagerfeld's inspiration and design, the perfumers involved in its creation and the scent's notes.

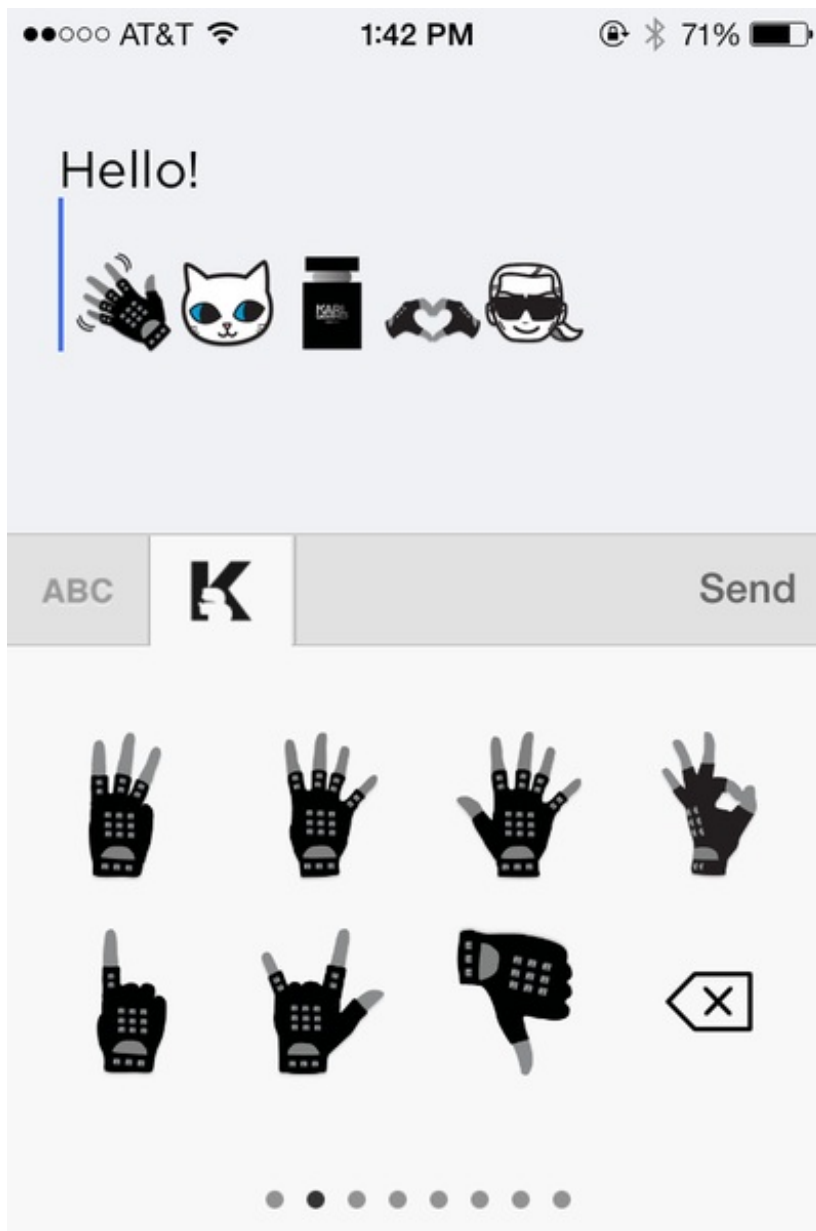
Karl Lagerfeld for women has notes of lemon, peach, rose magnolia, frangipani and musk. The men's fragrance has notes of mandarin, lavender zest, violet, apple, sandalwood and amber.



Karl Lagerfeld fragrances for men and women

To ensure a lasting impression among consumers who visit the microsite, Karl Lagerfeld also included a Emoti mobile application for Android and Apple devices. The section's copy reads "Say it with EmotiKarl" to "Karlify your messages" to explain that the app includes various Karl Lagerfeld codes that can be incorporated into emails, text messages, Facebook posts or tweets.

The Karl Lagerfeld app includes Emoti icons of Mr. Lagerfeld's face, his cat Choupette, Karl Lagerfeld fragrance bottles and the studded black leather gloves used in the countdown doing various tasks such as clapping, taking a photograph or spraying perfume.



Karl Lagerfeld's EmotiKarl app

Consumers are prompted from the Karl Lagerfeld Parfum microsite as well as the brand's social media accounts to download the app for free from the [iTunes or Android app store](#).

Also, London department store Harrods cross-promoted the launch with its own social media campaign to generate interest among its frequent consumers.

Harrods also featured in its post an animated video penned by Mr. Lagerfeld. The video can also be seen in the Bonus section of the Karl Lagerfeld Parfum Web site.



Harrods
8 hours ago

Karl Lagerfeld Fragrance

The 'Kountdown to Karl' is finally over. We are delighted to announce that **Karl Lagerfeld** for Men and Women is now available at Harrods, both in-store and online. As King Karl once said... "Perfume is like fashion for the nose."

SHOP Karl Lagerfeld – <http://bit.ly/N5liZ3>

Share pictures of your fragrance on [Instagram](#) and [Twitter](#) using the hashtags [#KarlAtHarrods](#) and [#KarlParfums](#) — at [Harrods](#).



Harrods' Karl Lagerfeld Parfum Facebook post

Karl Lagerfeld's microsite does not offer an ecommerce option. Consumers interested in purchasing the fragrance can do so through Harrods' commerce Web site or in-stores only at this time.

The fragrance launch is also accompanied by an out of home tactic. If London consumers hail a taxi cab adorned with black and white Karl emoti icons they will receive a free sample along with the ride.



Karl Lagerfeld
2 hours ago



Spot the #Karl Kab in London!



Mr. Lagerfeld standing in front of the Karl Kab

The cab aspect is meant to fete the fragrances as well as the opening of Karl Lagerfeld's first London concept store on Regent Street on March 14. To fete the opening, the label posted a short video montage on its social media accounts that shows consumers London landmarks, Mr. Lagerfeld bobble heads with Union Jack neckties and interior art work in the Regent Street store.

Karl's world

For a man in his eighties, Mr. Lagerfeld never seems to take break, but do multiple projects dilute his overall image by stretching his creativity too thin?

As the creative direction behind Chanel, ringmaster of his own fashion label and one to take on multiple side projects, experts agree that Karl Lagerfeld's extensive résumé is not to be countered, but embraced by industry insiders and consumers alike.

Mr. Lagerfeld's has a consistent presence in the luxury industry with all eyes on his every move, word and endeavor. However, if he were to step down from either of his fashion forays, each brand would likely survive on its core DNA alone, experts say ([see story](#)).

Even with his decades in the fashion industry, Mr. Lagerfeld still finds way to surprise and inspire a demographic that is not easily impressed.

For example, Chanel's bold move to create an 18-minute brand film for its 100th

anniversary signals that the French label is not only an innovator in fashion, but is also looking to break the rules with its digital marketing.

The new film called “Once Upon a Time” with actress Keira Knightley, the longtime ambassador for Chanel’s Coco Mademoiselle fragrance, starts in 1913 when Gabrielle “Coco” Chanel has opened a namesake hat boutique in on the Rue Gontaut-Biron in Deauville, France. The label’s creative director Karl Lagerfeld produced and directed the film to show how the brand’s founder revolutionized fashion by creating a new style concept for modern women ([see story](#)).

Although the Karl Lagerfeld initiative was well-planned and touched upon nearly every marketing channel, there is always room for more engagement.

"We regret the lack of data capture and personalization elements," Mr. Benattar said.

"From a successful microsite, I would have liked to see the entrance into personalized digital engagement with multiple incentives, rewards and perks all designed around the Karl Lagerfeld brand and collections," he said. "That's where the expansion of this program into a larger merchandising and marketing strategy could have been interesting.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/WV-V3XgtVeY](https://www.youtube.com/embed/WV-V3XgtVeY)

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