

ABOUT THE BRAND

The house of KARL LAGERFELD shares the iconic vision and design aesthetic of its founder, Karl Lagerfeld, fused with a contemporary, forward-looking spirit. The brand celebrates his inexhaustible creativity into the core of its DNA.

The signature KARL LAGERFELD aesthetic combines Parisian classics with a rock-chic attitude and tailored silhouettes. Its portfolio of accessible, aspirational collections includes ready-to-wear for women, men and kids, plus bags, small leather goods, eyewear, footwear, perfumes and candles.

Driven by consumer engagement, KARL LAGERFELD's immersive retail experience includes more than 200 monobrand stores worldwide, with key locations in Paris, London, Munich, Moscow, Dubai and Shanghai. The brand further connects with consumers through a premium wholesale distribution network in Europe, the Middle East and Asia. The global flagship store on KARL.COM reaches 96 countries.



PIER PAOLO RIGHI, CEO & PRESIDENT

For nearly a decade, Pier Paolo Righi has been leading KARL LAGERFELD as its CEO and President, and he worked in tandem with Karl Lagerfeld. “We feel honor and responsibility to be the only fashion House in the world that carries Karl Lagerfeld’s name on its doorbell,” Righi says. “We are the sole custodians of his legacy. We have built this brand around the very unique attributes of Karl himself and his spirit of creative curiosity.”

Under Righi’s leadership, the business has expanded globally and has experienced 30% compounded annual growth for the last five years. With a focus on innovation and sustainability, Righi drives the company in Karl’s spirit and according to his mantra: “Embrace the present and invent the future.”

“Karl has given us all the ingredients to be and to continue to be the desirable designer brand that we are,” Righi says. “As a true Karl family, we are driven and inspired, and in a unique place to build the world’s leading accessible designer brand. Karl continues to be present in the way that our organization is set up; it’s about curiosity, change, moving forward and large amounts of creativity. His spirit is in what we do every day.”

Righi is half-Italian and half-German, and has over 25 years of experience in the international fashion, sports and lifestyle industries.



KARL LAGERFELD

Fashion icon Karl Lagerfeld was renowned worldwide for his aspirational, relevant and cutting-edge approach to style. He was a force of nature, coupled with an enigmatic persona and an original perspective on fashion and pop culture.

In addition to being the creative director of his signature brand, Lagerfeld oversaw the creative direction of the Chanel and Fendi fashion houses. His visionary talent further expanded beyond fashion to include illustration, photography, styling and publishing.

CREATIVE DIRECTION

Two of Karl Lagerfeld's closest collaborators — Hun Kim and Carine Roitfeld — have been entrusted to lead the creative direction of his namesake brand. They are inspired by the vigor and enthusiasm that Karl demonstrated to them, while at the same time driving the brand forward with fresh energy, passion and creativity. Together they translate his pioneering genius and celebrate his own viewpoint: "Embrace the present and invent the future."

HUN KIM, DESIGN DIRECTOR

Hun Kim says it was a mutual love of illustration that first kindled his connection with Karl Lagerfeld back in 2015. "Throughout my career I've worked with many designers, but most of them didn't know how to sketch, which is one of the reasons why Karl and I became close," Kim recalls. "Karl said, 'I don't understand people who design without first sketching their ideas.' It was very inspiring for me, and we had an immediate click."

As Design Director of the Maison KARL LAGERFELD, Kim worked in close collaboration with Lagerfeld to drive the future of the brand's creative identity. "Karl always guided what he liked, and what he wanted changed; he had an eagle eye," Hun recalls. "It was amazing to work with and learn from the greatest fashion icon of our time."

Today, Kim continues to establish a compelling new narrative for the brand, in dialogue with Style Advisor Carine Roitfeld. Collections fuse eclectic influences and inspirations, ranging from Kim's international travels to history, pop culture and a heavy emphasis of the future. The result combines the brand's Parisian codes with a contemporary, rock-chic spirit, for a look that is equal parts powerful, romantic and edgy.

Born in South Korea, Kim studied fashion design in both his hometown, Seoul, and New York. He has previously held roles for powerhouse brands including Tommy Hilfiger, Elie Tahari and Ralph Lauren.



**CARINE ROITFELD, STYLE ADVISOR**

Stylist, storyteller and image inventor Carine Roitfeld is the Style Advisor of the Maison KARL LAGERFELD. Over the span of 25 years, she and Karl Lagerfeld forged a unique bond and profound personal connection; they were trusted companions and confidantes who also collaborated on numerous professional projects. Today, she works with his namesake brand to help translate his original perspective with a fresh, contemporary view and forward-looking spirit.

“It’s not so much about my vision, but the vision of Karl,” explains Roitfeld. “I’m not a designer myself, but I knew Karl very well. I help the brand to always have a little bit of Karl in its collections. He did so many things throughout his long career, and I want to keep those memories alive.”

A fashion visionary, Roitfeld has transcended the boundaries of culture and style over the past three decades. She is the former Editor-in-Chief of Vogue Paris, the founder and Director of her namesake CR Fashion Book and CR Men, the founder of CR Studio, and the Global Fashion Director for Harper’s Bazaar. In 2011, after 10 seminal years at Vogue, Roitfeld redirected her energy to personal projects, including the celebrated launches of her own perfume collection, biannual style bibles, and a production house.

OFFICES

The #TEAMKARL family continues to flourish as a tribe of colleagues, ambassadors, collaborators and Karl’s companions. Ranging from artists and designers to actors, models, athletes and fashion insiders, the diverse array of talents reflects the expansive influence of Karl’s impact.

AMSTERDAM

In the heart of Amsterdam’s iconic canals, KARL LAGERFELD’s headquarters are housed in a historic “rijksmonument” heritage monument that’s been transformed into a modern office space. Inspired by the brand’s classic-meets-contemporary DNA, the interior balances historic charm with a sleek aesthetic. Original design features — including an ornate ballroom and lavish marble staircase — combine with art installations, airy atriums, statement furniture and bespoke paintings by the artist Endless. At the top of the building is “Karl’s,” a community living and co-working space with panoramic views of the city.



PARIS

Located at 21 Rue Saint-Guillaume, KARL LAGERFELD's Parisian maison is considered the heart and soul of the brand. It's in the center of Saint-Germain-des-Pres, which was Karl's favorite arrondissement, and is also home to the KARL LAGERFELD Boulevard Saint-Germain flagship store. The historic office building carries deep significance, as it housed Karl Lagerfeld's office and studio where he created countless collections throughout his career. It is further defined by an ornate façade — which is indicative of French 19th century architecture — and overlooks a leafy courtyard that is particularly spectacular in summertime.

TEAM KARL AMBASSADORS AND COLLABORATORS

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SEBASTIEN JONDEAU

Sébastien Jondeau was Karl's personal assistant for over 20 years. They first met in the early 1990s, and Jondeau thereafter became known as his trusted aid and confidant. In 2005, Jondeau began modeling for KARL LAGERFELD men, and in 2017, with Karl's encouragement, his role expanded into a design capacity and menswear ambassador. Today he remains an integral member of the #TEAMKARL family, who regularly curates collections and has co-designed his own capsule.

**ADDITIONAL COLLABORATORS**

Recent #TEAMKARL collaborators include Alessandro Michele, Alton Mason, Amber Valletta, Cara Delevingne, Caro Daur, Cristiano Ronaldo, Diane Kruger, Eva Herzigová, Gigi Hadid, Helen Mirren, Jean-Baptiste Mondino, Kaia Gerber, Kate Moss, Lewis Hamilton, Lil Buck, Olivia Palermo, Soo Joo Park, Takashi Murakami, Tommy Hilfiger, Winnie Harlow and more.

SUSTAINABILITY & CORPORATE SOCIAL RESPONSIBILITY

At KARL LAGERFELD, sustainability is an ongoing journey. Across all areas of our business, we look carefully at how we can make a positive impact through responsible behaviors, honest actions and mutual respect. With a progressive approach and engaged attitudes, we are working towards sustainable standards of excellence and integrity. And while we recognize that our journey is not yet complete, we celebrate every step that contributes to ensuring a better environmental, ethical and social performance — together.



SUSTAINABILITY AT THE HEADQUARTERS

KARL LAGERFELD's Amsterdam headquarters feature the highest levels of sustainable design.

The stunning monument building has been modernized to have a grade A energy label; it is also the city's first canal house to fully eliminate the use of gas. Insulation is made from bio-based materials, while an electric climate control system recycles heat created by people and computers. Furthermore, the building runs on renewable "green energy," which is produced by European wind power. Nearly every light in the office is LED, while some spaces feature contemporary statement lamps by Dirk van der Kooij, a Dutch designer who creates furnishings made of 100% recycled plastics.



FASHION PACT

KARL LAGERFELD is proud to have signed the Fashion Pact, a worldwide sustainability-focused initiative for fashion and textile companies.

In signing the Pact, KARL LAGERFELD has committed to pursuing objectives in three areas: climate, biodiversity and ocean protection. Working with other brands, vendors and clients, the coalition has established core goals to mitigate and adapt to climate change; bend the curve on biodiversity loss within 10 years; and address the critical loss of ocean functionality due to climate change and pollution. The Pact was introduced as a historic initiative during the G7 Summit in Biarritz, France, in August 2019. KARL LAGERFELD was proud to be amongst the 32 original signee brands to join this coalition and commit to achieving its goals; today, more than 50 companies have signed, representing 250 brands and more than 30% of the global fashion industry.

**FASHION
PACT****MATERIALS & FABRICS**

We seek to develop collections using materials sourced with respect for people and the planet.

KARL LAGERFELD continuously works to improve standards for its materials, and we are proud to ban real fur and exotic skins for all collections produced in-house. All vendors must sign our Sustainable Material Guidelines, through which we support them in sourcing sustainable options and educate them on making conscious decisions.

Furthermore, all of our sustainable materials are sourced from vendors with third party certifications; for example, for leather materials, KARL LAGERFELD gives preference to facilities that are certified by the Leather Working Group (LWG). All garments made with sustainable materials are labeled with a special hangtag, which is also crafted from FSC recycled paper.

Beginning with the Spring-Summer 2021 season, KARL LAGERFELD collections will include OCS-certified organic cotton, GRS-certified recycled nylon and recycled down; they will also be free from PVC.

CERTIFICATIONS & GUIDELINES

By committing to specific initiatives and organizations, KARL LAGERFELD is able to ensure common codes of conduct and a framework for implementation systems.

Amfori BSCI (Business Social Compliance Initiative): we are a member of this organization, which supports companies in improving their global supply chains of factories and farms. This also ensures that the factories we work with are meeting international standards outlined by the United Nations and International Labor Organization.

Restricted Substances List and Packaging Restricted Substances List (RSL and PRSL): our vendors are required to sign and adhere to these guidelines for all in-house production. These lists guide them to increase product quality and safety, and reduce their environmental impact by avoiding or limiting the use of certain hazardous substances in creating and packaging apparel and accessories.



KARL LAGERFELD CODE OF CONDUCT

This code defines the moral, ethical and social principles that frame our daily actions and business operations.

The KARL LAGERFELD Code of Conduct reaffirms our commitment and respect for human rights — for our in-house employees and all those in our supply chains who contribute to creating our products. The Code outlines the minimum work requirements for 12 core labor principles including (but not limited to) working hours, remuneration, health and safety, child labor, corruption, and discrimination. All business partners are required to sign and adhere to these regulations, and KARL LAGERFELD does not tolerate any supplier that violates this code — either directly or indirectly through sub-contractors of business partners.

PACKAGING

In this ongoing journey, we are working toward a future where 100% of KARL LAGERFELD packaging will be sustainably sourced and produced.

At the present time, all of our care labels are made with 100% recycled polyester or recycled TPU, and cotton dust bags are crafted from organic cotton. Furthermore, KARL LAGERFELD's Packaging Guidelines — which all of our external vendors are required to sign — outline options for where and how to source sustainable packaging.

Looking to the future, we see great potential for continued improvements. Beginning with the Fall 2020 season, all woven labels will be made with 100% recycled polyester; all hang cords with 100% recycled cotton; all button bags with 100% recycled plastic; and all hangtags with paper certified by FSC, which promotes and oversees sustainable forest management. Furthermore, all polybags used to protect products during production and shipment will be made from 100% recycled plastic.

