In the latest step in the development of Karl Lagerfeld into a fully-fledged global brand, the house will launch an underwear collection this Friday, and the fashion marque has teamed up with Zalando for its kick-off.

The collection will launch on November 13, 2020, exclusively on karl.com and Zalando, the Berlin-based fashion e-commerce platform. The collection will then be made available at Karl Lagerfeld stores from January 2021.

“No matter the day or the occasion, every outfit begins with undergarments. Karl Lagerfeld new underwear styles form the building blocks of a modern wardrobe. Whether kept hidden beneath or worn as a visible element in an ensemble, these pieces have the ability to pull together an entire look,” said Hun Kim, design director of Karl Lagerfeld, in a release.

The first offering for women is comprised of lacy black styles including bras, bralettes, a body, a singlet and underwear – including high-rise culottes, thongs, hipsters and briefs. The second offering has a relaxed athleisure feel, with a Karl Lagerfeld logo elastic band appearing on underwear, bras, premium sweatpants and a singlet.

There are also casual home-wear styles including mix-and-match sets with pants, shorts, long-sleeved shirts and camisoles, plus a robe. For men, the underwear offering features boxers, boxer-briefs and trunks in a mix of white, black and grey — all with distinct Karl Lagerfeld logo elastic waistbands.

“As our brand continues to innovate its dynamic collections, we are excited to launch this high-potential category. With underwear, we can further share Karl Lagerfeld iconic aesthetic in a fresh new way - and connect with new customers,” argued Karl Lagerfeld CEO Pier Paolo Righi.

Last month, the house also launched a Karl Lagerfeld Loungewear collection, a fully crafted selection using premium cashmere blends, and featuring a crew neck sweater, a hoodie, a tunic, wide-leg pants, a wrap cardigan, a blanket, an eye mask and a pillow. Men’s loungewear features sweatshirts, sweatpants and sweat shorts.
a blanket, an eye mask and a pillow. Men’s loungewear features sweatshirts, sweatpants and sweat shorts, embellished with a mix of Karl ribbon logos and bold branding.

The house of Karl Lagerfeld now boasts some 200 mono-brand stores, with key flagships in Dubai, London, Moscow, Munich, Paris and Shanghai. Its global online store reaches 96 countries. The house is legally registered in Amsterdam, with a diffuse shareholding. The two principal shareholders are Fred Gehring and Silas Chou, while G3, PVH and Tommy Hilfiger – who first introduced these investors to Lagerfeld - also own smaller stakes.

By Godfrey Deeny

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