

# Karl Lagerfeld Launches His Own Line of Hotels, Restaurants, and Nightclubs

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Karl Lagerfeld has dabbled in interior design before, but he is taking complete control with his own international hospitality line now. (Photo by Getty Images)



**Karen Hua**, FORBES STAFF ✓

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Karlism of the day: "I am a living label. My name is Labelfeld, not Lagerfeld."

Following his personal motto, fashion designer Karl Lagerfeld is expanding his personal label with the launch of his own international hospitality brand, Karl Lagerfeld Hotels & Resorts.

In a long-term licensing deal with Amsterdam-based hospitality company, Brandmark Collective BV, Lagerfeld's chain will include luxury hotels, restaurants, private members' clubs, and residential buildings.



*Even if it isn't in fashion, design is what Lagerfeld does best. (Photo by Victor VIRGILE/Gamma-Rapho via Getty Images)*

A veteran of the fashion industry for over 60 years—and now the head designer and creative director of Chanel, Fendi, and his own apparel brand—Lagerfeld has long branched out to design interiors for many top brands in hospitality.



*Lagerfeld designed the lobbies of the Estates at Acqualina, Miami's hottest new residential complex. (Renderings courtesy of The Trump Group)*

This year alone, Lagerfeld designed the entirety of a six-star, 20-story hotel in Macau, as well as the lobbies of the Miami residential complex, the **Estates at Acqualina**. Both are slated to open in 2017.



This past spring, he also unveiled an Odyssey-inspired swimming pool and outdoor restaurant at the Hotel Metropole in Monte-Carlo. His past ventures include condo lobbies in Toronto, the Sofitel Hotel in Singapore, and two suites in the Hôtel de Crillon Paris.



*The pool at the Hôtel Metropole Monte-Carlo features a fresco depicting Ulysses' journey. (Photo courtesy of the Hôtel Metropole Monte-Carlo)*

“Expanding our brand into the hospitality sector reflects our greater vision to broaden Karl Lagerfeld’s comprehensive lifestyle experience,” Pier Paolo Righi, CEO and president of the Karl Lagerfeld brand, said in a press release.

Though there aren’t any photos or sketches of Lagerfeld’s own upcoming hotels and residences, they will all feature his signature aesthetic. This most likely means black-and-white décor—and perhaps some art inspired by his cat, Choupette, [the muse for much of his fashion brand](#).

Lagerfeld is among the growing list of designers and fashion brands that have branched out into hospitality, including Giorgio Armani, Bulgari, Versace, and Baccarat.

So, soon you can wear a Fendi suit and Chanel shoes, carry a bag from the [Karl Kocktail capsule collection](#)—then dine at a Karl restaurant and party at a Klub Karl all inside a Karl hotel.