

KARL LAGERFELD

KARL LAGERFELD PRESENTS FALL-WINTER 2025 EYEWEAR

KARL LAGERFELD Fall/Winter 2025 campaign, *From Paris with Love*, stars global icon Paris Hilton. Blending her one-of-a-kind charisma with the brand's unmistakable aesthetic, the campaign playfully unites two cultural forces who have shaped pop culture on their own terms. Embracing both an elegant and witty visual dialogue between Paris Hilton and the Maison's Parisian roots, the campaign explores themes of glamour, individuality, and attitude. The result is a celebration of authenticity and self-expression, presenting Paris in a fresh, unexpected light and reframing her renowned image through the lens of the brand's distinctive point of view. Internationally known Spanish model and actor Jon Kortajarena stars alongside Paris Hilton as the face of KARL LAGERFELD Menswear.

The Fall-Winter 2025 KARL LAGERFELD eyewear collection is made up of statement-making sun and optical frames that reimagine the brand's Parisian rock-chic style. Inspired by KARL LAGERFELD's latest fashion and accessories, the new silhouettes combine premium acetate with timeless colors and unforgettable details, offering a modern twist on posh eyewear while staying true to the brand's DNA.

The collection highlights the K/Autograph logo - inspired by Karl Lagerfeld's earliest hand-drawn initials. The autograph was first introduced as the brand's logo in the 1980s and has since been reinterpreted throughout the collection, carrying his mark forward.



KL6206S – Available in black/dark tortoise, black tortoise/nude, marble black/black and tortoise/black.

the Hero style of the FW25 campaign exudes sophistication. Expertly crafted from premium acetate and available in four color combinations, the frame highlights an outstanding lamination effect that extends seamlessly from the front to the temples, elegantly finished with the enamel-detailed metal Karl Lagerfeld autograph logo.



KL6210S – Available in dark tortoise, black, khaki and petrol.

Available in four color variants, this modern sunglass style for men is part of the Fall-Winter 2025 advertising campaign and boasts a bold, statement-making flair blending elegance and comfort. Crafted from premium acetate, its design features a daring straight-across front equipped with solid lenses and complemented with sleek, thin temples.

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KL6214 – Available in dark tortoise, black, striped brown and red.

This feminine, refined optical style, starring in the Fall-Winter 2025 advertising campaign, is crafted from high-quality acetate. Presented in four colorations, it is embellished with a jewel-like gold Karl Lagerfeld autograph logo on the temples, adding a touch of elegance and Parisian glamour.

The KARL LAGERFELD eyewear collection is available at KARL LAGERFELD boutiques, online at KARL.COM, at premium sun and optical retailers, and at specialty stores globally.

LINK TO DOWNLOAD IMAGES: <https://marchon.box.com/s/iyun2n596e7pbq4b0tjg4fza4751s48u>

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ABOUT KARL LAGERFELD

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 colossal legacy and breathes his passion, intuition and inexhaustible creativity into the core of its DNA.

Featuring Parisian-inspired classics with a rock-chic attitude, the KARL LAGERFELD portfolio includes ready-to-wear for women, men and kids, plus KARL LAGERFELD JEANS, bags, small leather goods, footwear, fragrances, eyewear and more. The Maison's creative vision is led by Design Director Hun Kim; additional members of the KARL family include Brand Ambassador and Product Consultant Sebastien Jondeau, and Sustainability Ambassador Amber Valletta, amongst others.

KARL LAGERFELD connects with consumers at more than 200 stores worldwide — including premium wholesale and franchise partners — with key locations in Paris, London, Munich, Dubai and Shanghai. The brand has a robust digital presence across Europe, the Middle East, Asia, and its KARL.COM flagship.

In 2019, KARL LAGERFELD joined the Fashion Pact, a global sustainability initiative seeking to transform the fashion industry through objectives in three areas: climate, biodiversity and ocean protection.

PRESS CONTACTS:

KARL LAGERFELD

Coralie Leroux

Coralie.leroux@karllagerfeld.fr