

# KARL LAGERFELD – MAN OF FASHION AND OF HOTEL DESIGN



Karl Lagerfeld missed the inauguration of his first hotel. The famous fashion designer and designer of Chanel and Fendi died at the age of 85 in Paris a couple of days ago. He was a worldwide icon in the fashion sector and was about to start a new career in the tourism industry.

Originally from Hamburg, Lagerfeld was the head of Chanel for 35 years, where he immersed in the world of fashion. Last January there were already rumors of a possible retirement because of his absence at the Haute Couture Festival in Paris, an event where fashion designers are always present.

## **The start of his own career in tourism**

But the German designer did not want to stick to fashion only and was planning to expand his activities into the tourism industry and hotel design. In 2016 he signed an agreement with the Dutch company Brandmark Collective to create his own tourism company. He planned to integrate hotels, restaurants, and clubs in terms of this project.

Unfortunately, he died without being able to attend the inauguration of what was to be the first hotel of his own collection, Karl Lagerfeld Hotels & Resorts. The six-star hotel in Macao has 290 rooms and is a part of the Grand Lisboa Palace complex. It was initially scheduled to open in 2017 but it has not been finished.

## **Designs of other large hotels**

The famous designer decided to get involved in the realization of his own hotel chain after being involved in the design of various hotels in Monte Carlo, Paris and Miami.

In 2013, he took part in the remodeling of the Hotel Metropole in Monte Carlo, where he created a mural of 18 glass panels next to the Odyssey spa pool, depicting scenes from Greek mythology. He also designed one of the hotel's restaurants, Joel Robuchon.

Moreover, Lagerfeld was involved in the renovation of Hotel Crillon. The hotel reopened in the summer of 2018 after a complete renovation begun in 2015. The designer had a leading role in the project. In particular, he took charge of the design of two suites at the establishment, which he named Les Grands Appartements. **He also collaborated with the Trump Group to design a lobby in the luxury resort Acqualina.**

Lagerfeld was also chosen for the hotel design of a boutique hotel in Singapore, which is expected to

open in May this year. One of his most famous works in the business is definitely the interior of the Alma Schlosshotel, which was transformed from a palace into a hotel.

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