

Beat: Entertainment

## **KARL LAGERFELD KIDS WILL PREMIERE WORLDWIDE ON MELIJOE.COM**

### **NEW COLLECTION FOR CHILDREN AND BABIES**

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**USPA NEWS** - In an unprecedented first, Karl Lagerfeld will premiere his new ready-to-wear and accessories collection for children and babies on Melijoe.com. On November 9th, Melijoe.com was proud to propose the Karl Lagerfeld Kids collection and to offer customers the chance to pre-order pieces from the...

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The iconic profiles of the designer and his feline muse, Choupette, crop up here and there in embroideries and prints, spicing up a collection that, in true Lagerfeld style, is both witty and chic. For older children, there are T-shirts and sweatshirts in every color, jeans, skirts, ties and, of course, the indispensable crisp white shirt and black blazer.

Layettes rock from bonnets and bibs to booties, tiny blouses and mini-blazers. When it comes to accessories, the collection brims with adorable details, from cat ears and whiskers to trompe l'oeil collars and ties, fingerless gloves, rock star sunglasses, caps, ballerina flats, headbands and miniature handbags.

Choupette stars in four videos that mix film and 2D animation. There she goes, wandering through a photo shoot, barging onto the catwalk in the middle of a fashion show, swiping Lagerfeld's laptop to chat with her girlfriends and wreaking havoc on the designer's drawing board, episodes that are captured in amusing little snippets designed to be posted and shared across social media.

The Karl Lagerfeld Kids spring-summer 2016 collection is available worldwide at Melijoe.com starting November 9th. Orders will be shipped in December 2015.

Source : Melijoe -  
Karl Lagerfeld Kids (spring-summer 2016 debut collection) Worldwide on Melijoe.com

Ruby BIRD  
<http://www.portfolio.uspa24.com/>  
Yasmina BEDDOU  
<http://www.yasmina-beddou.uspa24.com/>

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**Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)