

**KARL LAGERFELD AND MORELLATO GROUP ANNOUNCE LONG-TERM LICENSING AGREEMENT FOR FASHION JEWELRY & WATCH COLLECTIONS**

*The exclusive collaboration will blend KARL LAGERFELD's Parisian style with Morellato Group's renowned Italian heritage.*

**PARIS/MILAN** (July 12, 2024) — The Maison KARL LAGERFELD and Morellato Group announce they have entered a long-term licensing agreement to introduce fashion jewelry and watch collections for men and women, launching for the Fall-Winter 2024 season. The collaboration is rooted in shared values of commitment and quality, with the vision to balance KARL LAGERFELD's elegant and rock-chic brand codes with Morellato Group's celebrated craftsmanship.

"Statement accessories were an integral element in Karl's own wardrobe — he made jewelry and watches an expressive part of his signature style," says Pier Paolo Righi, CEO of KARL LAGERFELD. "Our partnership with Morellato Group will allow us to expand upon this category to connect with new and existing consumers. We look forward to leveraging Morellato Group's skilled expertise and robust distribution network together with KARL LAGERFELD's signature sophistication and distinct aesthetic."

"We are thrilled to announce our partnership with KARL LAGERFELD, one of the most renowned brands in fashion," says Massimo Carraro, President of Morellato Group. "KARL LAGERFELD's expression of timeless and aspirational luxury perfectly mirrors our Group's mission. This collaboration seamlessly merges our expertise in jewelry and watchmaking with its iconic style, creating collections that will soon become must-haves for consumers around the world. With this new agreement, Morellato Group further strengthens its license portfolio and consolidates its presence in the aspirational segment."

The collection's creative direction will be under the Maison KARL LAGERFELD, while product development and distribution will be led by Morellato Group, tapping into their extensive global retail network of 650 owned and operated stores across Germany, France and Italy, plus six ecommerce platforms and over 7,000 wholesale retailers. The collections will be further available through KARL LAGERFELD's expansive distribution channels and on KARL.COM. Watches will be available worldwide, excluding the USA, Canada, and Mexico, while jewelry will be sold across key markets in Europe, the Middle East, Africa, and South Korea .

The collection will include two drops per year — for Spring-Summer and Fall-Winter — and will range from everyday fashion jewelry and watches to bolder tokens of affection, statement items for special occasions, and limited-edition models.

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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 brand portfolio includes ready-to-wear for women, men and kids, plus KARL LAGERFELD JEANS, bags, small leather goods, footwear, fragrances and eyewear. Additional categories include the KARL LAGERFELD MAISON furniture collection and international hospitality projects. The Maison's creative vision is led by Creative Director Hun Kim; other members of the KARL family are 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, Berlin 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.

**ABOUT MORELLATO GROUP**

Morellato Group is the most important Italian jewelry and watchmaking group, and a world leader in the watch-straps sector. It interprets the tradition of Italian excellence with its precious jewelry brands, today the Group's core business.

Strong family roots combined with an excellent management organization guide the Group, which has almost 5,000 employees worldwide. Morellato Group operates through a business model considered truly unique in Europe and based on complete industrial integration and multi-brand development, with direct dialogue with the end consumer through a direct retail network of 650 stores, six e-commerce sites and a network of over 7,000 wholesale retailers.

Morellato Group has 15 owned brands: Morellato, Sector No Limits, Philip Watch, Lucien Rochat, Live Diamond, Oui&Me, La Petite Story, Chronostar and FAVS, that are joined by the retail brands Bluespirit, CHRIST, Brinckmann & Lange, Cleor, D'Amante and Noélie. 7 are the brands under license: Karl Lagerfeld, Maserati, Chiara Ferragni, Trussardi, Esprit, Jette and Guido Maria Kretschmer.

Early mover in jewelry with ESG certification, the Group started to publish its Sustainability Report in 2022 in accordance with the international principles of the GRI Standards. Since 2023, the Morellato Group has been Responsible Jewellery Council (RJC) certified. RJC is the global leading organization for the definition and control of sustainability criteria for jewelry, in compliance with the strictest environmental standards.

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