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Karl Lagerfeld Fine-tunes Interior Designs for Two Lobbies in the Art Shoppe Lofts + Condos in Toronto

More than 1,000 people turned out for last spring's launch event with Lagerfeld who visited Toronto for the first time.

By **Rosemary Feitelberg** on October 20, 2016



Karl Lagerfeld's design for a lobby at Art Shoppe Loft + Condos in Toronto.

WAITING WITH KARL: Many would like to live like **Karl Lagerfeld**, or even his overly-cared-for Siamese cat Choupette for that matter. Residents in the new Art Shoppe Lofts + Condos in Toronto will get a dose of his style in two lobbies.

In a promotional Q&A, Lagerfeld said his idea was to be “chic — very 21st century — with materials never used before in interior decoration in Canada.” Drawing from some of his favorite colors — silver, white and gray — the designer aimed for a frosted color palette, a fitting choice for the Great North. The lobbies have a lot of mirrors, a lot of glass, mosaics on the floor instead of carpets and a chandelier designed with chains. There is also a lot of lacquer, “not because I’m Karl Lacquerfeld, mais bon,” he noted.

Lagerfeld will also help choose the few thousand books that will be on display. His selections will be mostly ones with images focusing on art, fashion and photography. “If someone is waiting in the library, he can look at books of a certain interest. He will not read Kierkegaard there.”

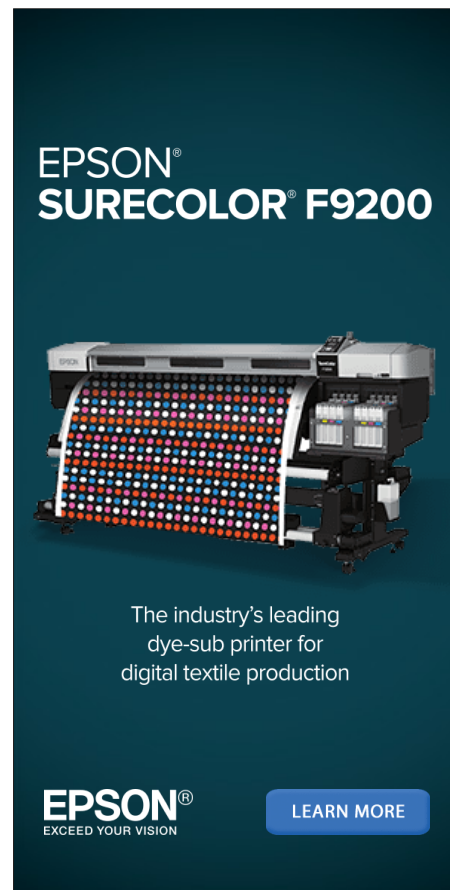
More than 1,000 people turned out for last spring’s launch event with Lagerfeld, who was visiting Toronto for the first time. Jordan Dermer, managing partner of CD Capital Developments, which is working with Freed Developments on the project, sat in on four **design** meetings with Lagerfeld and his team. “He was doing all of the sketching and the creative. No one else was doing it,” Dermer said. “I was surprised how involved he is in every detail....He has such a deep understanding for space, materials, fabrics and lighting.”

CD Capital Development and Freed Developments connected with Lagerfeld through Cary Leitzes, founder of the New York-based Leitzes Co.

The three-year project is expected to be completed by the end of 2019. The mixed-use development is located at the intersection of Yonge and Eglinton Streets, one of Toronto’s fastest-growing areas that was once nicknamed “Young and Eligible.” The complex is near the \$6 billion underground light rail system that is being built. With nearly 10,000 residential units, the midtown neighborhood has one of the lowest vacancy rates in the city, Dermer said.

Non-Toronto residents will be able to get a taste for Lagerfeld’s interiors via his new international hospitality brand — **Karl Lagerfeld** Hotels & Resorts. Through a long-term licensing deal with Brandmark Collective BV, Karl Lagerfeld Hospitality will translate the designer’s aesthetic into bespoke projects including hotels, residential properties, restaurants and private clubs.

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