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February 19, 2015

Lagerfeld Takes on Canada Condo Project

By Miles Socha

A- A A+ PRINT

LOBBY CHIC: Karl Lagerfeld is about to flex his creative muscles in a new geography: the Great White North. He is to design two residential lobby spaces for a forthcoming condominium complex in Toronto, Canada, a hotspot for condo development.

The mixed-use development at the intersection of Eglinton and Yonge Street is called Art Shoppe Lofts + Condos, named after a landmark furniture store at the site. Lagerfeld is slated to attend a launch event in early April to kick off the project, which will comprise a futuristic 28-story tower and a companion 12-story building housing apartments from studio- to two-bedroom size, plus more expansive penthouse suites. Construction is slated to start at the end of the year or early in 2016.

“We really wanted to elevate this project in the Canadian market,” said Jordan Dermer, managing partner of CD Capital Developments, which is teaming with Freed Developments on the project. “The lobbies tend to be the jewel boxes of the property. When you walk in, it’s your first impression.”

“We really want to set a new bar of expectations,” added Freed president Peter Freed, noting Lagerfeld would have carte



Karl Lagerfeld
Photo By Stéphane Feugère

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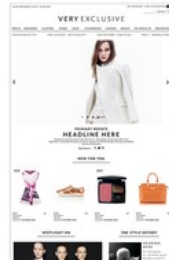
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blanche to express his vision for the complex, billed as a site of “luxury living” with loft-style 10-foot ceilings in the units and 85,000 square feet of retail attached to the complex. Freed lauded Lagerfeld’s “distinctively ultramodern, highly structured style.”

The fashion designer is to select all the features, finishes and furnishings for the lobbies, noting that he is “always looking for opportunities to expand my range of creative expression.”

The development, slated to open in 2019 or 2020, sits at the crossroads of a new light rail transit line and is slated to become a major transit hub.

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