

CONDÉ NAST VERLAG

PRESS RELEASE

**Exhibition catalogue "Karl Lagerfeld. Modemethode"
published as special edition of VOGUE Germany
VOGUE dedicates a 160-page special issue to the fashion visionary
to accompany exhibition at Germany's national exhibition hall**

Munich, March 25, 2015. The exhibition "Karl Lagerfeld. Modemethode," meaning "fashion method," which opens this Saturday in Bonn at the Art and Exhibition Hall of the Federal Republic of Germany, will be accompanied by a catalogue published as a special edition of German VOGUE. Editor-in-chief Christiane Arp and her team have dedicated a 160-page special issue to the multi-talented designer, which will be published in tandem with the exhibition and provide additional insight into the work process of Karl Lagerfeld.

In keeping with the exhibition theme "from paper to paper," the compendium provides exclusive access to Lagerfeld's world, which has been shaped by his special love of paper, among other things

Also included are portraits of the key people who help turn the designer's ideas into reality. The VOGUE special includes conversations with many of Lagerfeld's associates. "Karl Lagerfeld is one of the most fascinating people I know – not only as a designer, but also as a person. His thirst for knowledge and his drive to create new things is unique. His joy in the work, the pairing of ease with depth, make Karl Lagerfeld a role model far beyond the world of fashion," says Christiane Arp, VOGUE editor-in-chief. "We're very happy that this special exhibition issue of VOGUE will give people an opportunity for an up-close and personal look into Karl Lagerfeld's universe."

Associates talk about working with the fashion visionary

The German VOGUE special edition contains numerous interviews and portraits, not only on Lagerfeld himself, but also on Lady Amanda Harlech, the exhibition curator and Lagerfeld's "second pair of eyes," Eric Pfrunder, "directeur de l'image" at Chanel, who's worked with the designer since 1983, Stefan Lubrina, set designer for all Chanel and Fendi shows, Silvia Fendi, creative director of the Italian fashion house where Lagerfeld has been head women's designer for 50 years, Michel Gaubert, Lagerfeld's music curator for 20 years, and publisher Gerhard Steidl, co-organizer of the exhibition. The catalogue issue also contains a portfolio of Lagerfeld's drawings and photographs. Rounding out the issue features an index of all the exhibits in the exhibition.

Limited edition will also be published alongside May's German VOGUE

The limited edition special issue of VOGUE, a collaboration with Steidl publishers, will be available for eight euros exclusively in the Walther König bookstore in the Art and Exhibition Hall, and will also be included with the May issue of German Vogue, which hits newsstands on April 15. The exhibition

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magazine will also be available starting April 15 as part of the [digital edition](#) of VOGUE. Additional information about the VOGUE special project is available now at [VOGUE.de](#).

VOGUE – exhibition media partner

In addition to publishing the catalogue, VOGUE is also the exclusive media partner of the Lagerfeld exhibition. There will be a special preview of the exhibition in the Art and Exhibition Hall of the Federal Republic of Germany on Friday, March 27, as part of an invitation only evening event.

The exhibition “Karl Lagerfeld. Modemethode” runs from March 28 through September 13, 2015 at the Art and Exhibition Hall of the Federal Republic of Germany in Bonn.

Exemplary pages and the cover of the exhibition magazine are available upon request. The quotes below may be used for editorial purposes.

Quotes from the VOGUE Special “Karl Lagerfeld. Modemethode”:

Karl Lagerfeld

“I love drawing and photography. One begins with paper, the other one ends with paper.”

“I always need to have paper in my hands in order to express myself.”

“Basically I can’t remember my life without paper.”

Lady Amanda Harlech

“Karl reminds me of an Olympic athlete. The more he does, the farther he gets. He never takes a holiday; he never turns his brain off, he constantly feeds it.”

“He is at the height of his creative power and he keeps getting better. That’s the way it is with artists – the more they see and express, the better they get.”

“This project is a great honor for me, and it was a fascinating outing. It was a little bit like when you fall in love again with somebody you think you know, but about whom it turns out you don’t know anything.”

Eric Pfrunder

“He calls me a friend, but I’m also his foreman.”

Stefan Lubrina

“He’s the artist and I’m the craftsman. It’s Karl who has it all in his head. My role is to follow his imagination.”

Michel Gaubert

“Karl is incredibly curious and is constantly looking for change. That spurs me on to surprise him every time.”

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Condé Nast Germany

Ines Thomas

Director Corporate Communications /

Press spokeswoman

Tel: +49 / (0) 89 / 38104-413

E-Mail: ines.thomas@condenast.de

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