

Choupette Lagerfeld

Contact Information

Instagram: @choupetteofficiel

Location: Paris, France (residing with caretaker Françoise Caçote)

Professional Summary

Iconic blue-cream Birman cat born on 15 August 2011, muse and companion of the late Chanel creative director Karl Lagerfeld. A multifaceted feline professional with a lucrative modeling career, brand ambassadorships across luxury fashion, beauty and lifestyle sectors, and a social-media following exceeding 260 000. Recognised by global media as one of the world's wealthiest animals and an enduring pop-culture symbol of couture elegance.

Key Career Highlights

- Earned €3 million in 2014 from two campaigns (Opel Corsa calendar & Shu Uemura "Shupette" collection).
- Star of Opel Corsa 2015 global calendar photographed by Karl Lagerfeld.
- Face of Shu Uemura × Karl Lagerfeld holiday makeup capsule "Shupette" (2014).
- Appeared in Vogue, Harper's Bazaar, Vanity Fair and numerous international publications.
- Subject of best-selling book "Choupette: The Private Life of a High-Flying Fashion Cat" (2014).
- Partnered with LucyBalu to co-create premium cat furniture, including the limited-edition Swing hammock (2020) and travel carrier (2023).
- Fronts Hublot Big Bang 20th-Anniversary campaign (2025).
- Maintains verified Instagram presence with 260k+ followers and 8 % engagement rate.

Professional Experience

Brand Ambassador & Model — Shu Uemura "Shupette" Holiday Collection

2014

- Collaborated on concept and visuals for cat-inspired beauty line across Asia, Europe and North America.
- Collection sold out in major markets and generated extensive press coverage.

Lead Model — Opel Corsa Calendar

2014–2015

- Starred in twelve-month calendar shot by Karl Lagerfeld, unveiled November 2014 for 2015 release.

- Campaign refreshed automotive advertising paradigms by replacing human supermodels with feline charisma.

Design Muse & Co-Creator — LucyBalu × Choupette Furniture

2020 – present

- Signed collaboration to design limited-edition Swing hammock; 1 000 units released worldwide.
- Extended partnership to travel accessories (Check-In carrier) and additional lifestyle products.

Campaign Star — Hublot Big Bang 20th Anniversary

May 2025

- Fronts “Own It” global campaign photographing Big Bang Red Magic piece.
- Showcases disruptive luxury narrative alongside athlete and fashion talent.

Selected Media Features

- Vogue — feature on Shu Uemura collaboration (Oct 15 2014).
- Harper’s Bazaar — insight into Karl’s daily life with Choupette (Feb 19 2019).
- People — ‘How Choupette Spends Her Multi-Million Dollar Inheritance’ (Apr 9 2025).
- Vanity Fair — ‘Remembering the Perfect Partnership Between Karl & Choupette’ (Feb 19 2019).

Social Media Metrics

Instagram followers: 265 000 + (SocialBlade, May 2025)

Engagement rate: 8 % +

Average likes per post: 22 000 +

Personal Details

- Species: Felis catus (Birman)
- Date of Birth: 15 Aug 2011
- Eye colour: Sapphire-blue
- Current guardian: Françoise Caçote (Paris)
- Rumoured heiress to portion of Karl Lagerfeld’s €300 million estate

Skills & Attributes

- Photogenic poise and blue-eyed gaze suited to high-fashion editorials.
- Calm temperament enabling seamless work with top photographers, designers and models.
- Global influencer reach in luxury and lifestyle segments.
- Inspires product design and branding strategies through distinctive aesthetic.

References & Selected Press

- People Magazine, Apr 9 2025 — Exclusive with Françoise Caçote.
- PRNewswire, May 8 2025 — Hublot Big Bang 20th Anniversary campaign.
- Vogue, Oct 15 2014 — Shu Uemura 'Shupette' launch.
- Dailymotion / Fashion Channel, Nov 25 2014 — Opel Corsa calendar behind-the-scenes.
- LucyBalu.com, 2020 — Collaboration story.
- SocialBlade analytics for @choupetteofficiel, May 2025.
- Wikipedia 'Choupette' article, updated Jul 2024.
- Fashionista, Aug 20 2012 — 'A Year in the Life of Choupette'.
- Harper's Bazaar Australia, 2023 — Choupette net-worth overview.
- Vanity Fair, Feb 19 2019 — Ode to Karl & Choupette.