KILIAN KERNER
X
AMOR

ONE COLLECTION.
ONE VISION.
PURE ELEGANCE.



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01 WHO IS KILIAN KERNER?

Designer. Visionary. Icon.



- Born 1978 in Berlin – Germany's most celebrated fashion designer
- Known for extravagant gowns that blur the lines between fashion and art
- Loyal clientele: celebrities, TV personalities & international stars
- Regular presence at Berlin Fashion Week
- Over 20 years of experience in the German fashion world

Worn by international stars



HEIDI KLUM



JENNIFER LOPEZ



CÉLINE DION



GWEN STEFANI

Worn by international stars



FERGIE



JENNIFER HUDSON



ASHLEY PARK



BILL KAULITZ

Kilian Kerner × Amor

- *Price range: Ø 79,99 EUR*
- *Collection size: 40 items (launch: 20 items)*
- *Integrated logo elements*
- *Modern, confident & expressive*

Where Haute Couture meets timeless jewellery.







Illustrative images – Not final

Kilian Kerner × Amor

Where Haute Couture meets timeless jewellery.







Illustrative images – Not final

Six compelling reasons.

DESIGNER CAPSULE

Statement pieces with strong fashion relevance and Fashion Week visibility

BRAND POWER

Kilian Kerner's brand presence creates media attention & desirability

PREMIUM POSITIONING

Premium price point meets broad fanbase – optimal margin

TIMELESS DESIGN

Inspired by Haute Couture – wearable yet a true statement piece

TARGET AUDIENCE

Fashion-forward women 25–60 with purchasing power & brand loyalty

CO-BRANDING

Synergy of two powerful brands multiplies reach & impact

Omnichannel. One Brand. One ambition



Offline POS

- Selected retail partners and POS placements
- Specialty stores
- Concept stores & premium jewellers



ONLINE

- Dedicated webshop & marketplaces (Amazon, Zalando)
- Social commerce via Instagram & TikTok
- Exclusive launch campaign featuring Kilian Kerner
- Performance push through product listings and campaign assets



TV

- Live appearances on relevant teleshopping formats
- Kilian Kerner as brand ambassador
- Impulse-buy mechanics for a broad audience