Versace, Fendi drop exclusive Fendace collaboration

By Siham El Yandouzi - 4 May 2022

Italian luxury labels Versace and Fendi have unveiled their first collaboration, an ode to femininity and friendship. “It’s a swap rather than a collaboration and, most of all, it is done out of friendship. It is the beauty of togetherness after time apart and a celebration of women who have inspired me so much,” said Kim Jones, creative director of Fendi Couture.

The collection is called Fendace and will be available from May 12 2022, initially at dedicated Fendace pop-up stores and at a series of events worldwide, the only physical venues showcasing the entire collection. It will then be commercialised via the two labels’ e-shops and monobrand stores: Fendi will present a Versace by Fendi collection, and Versace will conversely present a Fendi by Versace one. A selection of looks shared by both brands will also be commercialised by both labels.

In September 2021, Fendi’s double F logo had for the first time appeared alongside Versace’s Medusa, when the two labels had co-staged a surprise show-event during Milan Fashion Week.

Fendace combines the fashion savvy of Fendi and Versace, both labels daring to mash together their brand codes: Versace’s iconic Baroque prints and Medusa medallion are featured alongside Fendi’s monogram logo.
The collection is promoted via two videos by film-maker Alec Maxwell that bring together a posse of celebrity models, like Imaan Hammam, Adut Akech, Amar Akway, Anja Rubik, Anok Yai and Lina Zhang, all of them clad in glamorous, glittering total looks. Gold is the collection's statement colour, and each look is enhanced by matching jewellery, scarves, handbags and trainers. As the models enter the Fendace nightclub, they are checked at the door by none other than Naomi Campbell and Kristen McMenamy. The advertising campaign was lensed by US photographer Steven Meisel.

Versace was acquired in 2019 by US fashion group Capri Holdings Ltd., and its products are currently available at more than 180 monobrand stores and 1,500 multibrand retailers worldwide. Fendi is owned by French luxury group LVMH, and operates over 210 monobrand stores in some 35 countries.

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