



**FENDI launches
Summer 2021 Capsule
featuring *FF Vertigo* collaboration with Sarah Coleman**

Happy, colorful, irresistible... FENDI celebrates the summer season with a dedicated capsule collection injected with a joyful, uplifting mood. Dominated by yellow and light blue tones, the Summer 2021 capsule, spans from sophisticated and eye-catching bags and accessories to compelling ready-to-wear for women, men and children.

Seventies' references and Nineties' vibes fuse in a charming line-up, where FENDI's outstanding craftsmanship and innovative, forward-thinking approach shine bright.

As part of its Summer 2021 capsule, after the official launch at Design Miami, FENDI reiterates its collaboration with New York-based visual artist Sarah Coleman, known for her disruptive manipulation of designers' materials that she employees to rethink and repurpose everyday objects with an ironic filter.

Sharing the same passion for taking handcraft in new directions, Coleman and FENDI Accessories and Menswear Artistic Director Silvia Venturini Fendi worked together on a new interpretation of the iconic FF logo pattern, which was revisited through a Seventies' psychedelic filter. The result is **FF Vertigo**, a new magnetic motif offering a twisted, turned version of the classic FF pattern.

In the accessories range, the yellow FF Vertigo is printed through an ink jet technology on the mineral tanned leather used for the legendary *Peekaboo* bag. The same Vertigo pattern, in yellow or blue variations, is also printed on cool and resistant coated canvas and pops up on a timeless tobacco jacquard fabric. Both the variations pepper chic and functional shoppers and the new **Baguette 1997** bag, a re-edition of the brand's signature accessory, featuring slim sides and an adjustable and flappable handle, to wear under the arm, revamping the iconic spirit of this legendary style. FENDI Vertigo also decorates new bag designs, including the contemporary and cool FENDI *Bauletto* mini bag together with the textile's world that features featherlight fabrics ideal for the summer season. The capsule includes a fun, practical and versatile FENDI *Mini Sunshine Shopper* in straw with colored profiles in contrast and a more traditional leather version both with the iconic FENDI ROMA logo.

As part of the collaboration developed with Sarah Coleman, FENDI also peppered its *Peekaboo X-Tote* and the *Baguette 1997* with the **FF Fisheye** motif where the signature FF logo gets wavy and fluid, as it is seen through a fish-eye lens.

Cherry on top, inspired by the project showcased at Design Miami, Coleman and FENDI are also presenting a **Peekaboo ISeeU** style crafted from an FF logo padded nappa leather which is treated to glow in the dark. On this occasion the **Peekaboo ISeeU Small** is presented, enlarging the *Peekaboo ISeeU* family; powerful attitude and proportions, it sprinkles the magic of the FENDI ultimate Icon in a smaller size appearing in timeless bicolor version in both smooth leather and Selleria.

Inspired by the sense of adventure and freedom deeply linked with the outdoor lifestyle, the ready-to-wear offering combines ultimate style and functionality. In the **women's RTW range**, multi-pocket skirts, transformable jackets and cargo pants injected with an utilitarian feel are worn with hyper feminine bodysuits and draped tops showing the FF Vertigo pattern, which is also rendered on sporty windbreakers worn with coordinated gym sets, on one-piece swimsuits and bikinis, as well as on lace dresses, trench coats and fluid pants.

The same combination of effortless elegance and contemporary functionality is infused in the **Men's collection**, deeply inspired by an outdoor mood. Lightweight yet resistant fabrics, including the FF Vertigo

FENDI

ROMA

jacquard, give a chic yet practical twist to T-shirts, bowling shirts, *bermuda* pants, as well as cool fisherman's vests matched with coordinated baggy pants and polished raincoats and summer suits crafted from lightweight organza. The FF Vertigo multicolor motif is rendered on embossed leather on the *FENDI Pack* style, while the flat *Baguette*, coming in a medium and mini version, are the go-to pieces enhancing the chic yet functional appeal of the collection. Adding an extra exciting touch to the lineup, the *Peekaboo / SeeU* bag is shown in an iconic nappa version embossed with the FF fish-eye motif. Celebrating the joys of the outdoor life, the *FENDI Flow* runners stand out with their FF Vertigo pattern, along with the new featherweight FENDI Force high-top sneaker, which finds place next to trekking sandals. The outdoor theme also influences the high-tech ear pods and phone cases, as well the jewelry selection where interlaced leather is matched with both lacquered metallic details and hiking ropes.

In keeping with the "mini me" trend, adult silhouettes find a playful, utterly cute reinterpretation in the **kidswear range**, where the swirling FF Vertigo pattern is splashed on nylon outfits with an utility feel, as well as on canvas compact pants, on organza draped frocks and tops, as well as on a selection of beachwear styles.

The irresistible FF "Fisheye" and FF "Vertigo" wave patterns bring an extra excitement to the **Forever Fendi Timepieces** collection. The 29mm stainless steel case versions are presented in two versions, the vibrant multicolor FF "Fisheye" pattern decorates both the luminescent dial and the white calfskin leather strap of the watch while in the other version shines a yellow sunray opalin dial with a white printed FF "Vertigo" pattern with sapphire crystal on a satin-brushed stainless steel bracelet with polished stainless steel FF logo. The 39mm stainless steel versions feature a brown vertical brushed opalin dial with dark brown printed FF "Vertigo" pattern or a white vertical brushed opalin dial with multicolor printed FF "Fisheye" pattern, both have a double date aperture at 12 o'clock and a satin-brushed stainless-steel bracelet.

The charming, psychedelic FF Vertigo motif is also the protagonist of a range of **limited-edition items**, designed for the coolest outdoor adventures. A Polaroid camera born from the will to personalize the iconic Vintage Polaroid 636 with the FENDI DNA, combining the design of the renowned instant camera from the '90s with FF Vertigo.

A fun and versatile food à porter Bento box is part of the collaboration between FENDI and Alessi and a camping equipment set, including a tent and a men's technical backpack is produced by specialist Ferrino both representing two leading companies in their fields, united by Italian excellence and expertise.

In keeping with the effervescent vintage-like spirit of the Summer Capsule, FENDI also infuses a free-spirited Seventies' vibe into a range of **crochet** bag styles, spanning from the *Mini Peekaboo* and the *Baguette* to the *Sunshine Shopper* enriched with the FENDI Roma logo.

At the same time, a Nineties' intentionally kitschy vibe is channelled with the boldest version of the *Baguette 1997*, covered with a cascade of **shimmering sequins** or enriched with intricate floral embroideries.

Along with Sarah Coleman collaboration, the **Sellerissima** range completes the Summer Capsule. The hyper sophisticated *Selleria* range gets updated with an audacious touch: a handmade macro stitching exalting the timeless shapes of FENDI, the *Peekaboo* and the *Baguette*, as well as of fashion styles, like the *By the Way*, the *Moonlight* and the *Sunshine Shopper*.

Available in FENDI Boutiques worldwide and on [fendi.com](https://www.fendi.com) starting from May 2021.