

IN-STORE

Fendi draws inspiration from new headquarters for window displays

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Fendi's Analogia Project windows

By STAFF REPORTS

Italy's Fendi is giving consumers a behind-the-scenes look at its current window display concept through a video shared socially.

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The theme of Fendi's window display is titled "Traces of Palazzo Della Civiltà Italiana" and features the signature architecture of the palazzo of the same name in Rome. As of 2015, Fendi has relocated its headquarters to the Palazzo Della Civiltà Italiana for the next 15 years.

Window to Fendi

Fendi is reportedly paying \$3 million on rent per year for the space used to house its new headquarters. In addition to its office space, the ground floor of the building will include an exhibit that celebrates Italian craftsmanship.

The move to the building has caused some eyebrows to be raised due to the Palazzo Della Civiltà Italiana's connection to former Fascist dictator Benito Mussolini, who commissioned its construction in the 1930s for the 1942 World's Fair, which never occurred due to World War II. As a result, the building has become a symbol of fascism.

Shared via social, Fendi's view shows the construction of the window display's architecture that mimics the Palazzo Della Civiltà Italiana's stark white arches. In each window pane, mannequins are dressed in Fendi's spring/summer 2015 collection with miniature versions and accessories placed on the ledge of the building's arches.

Embedded Video: <https://www.youtube.com/embed/PyHSDvrShRI>

The Fendi and Analogia Project

For the windows, Fendi worked with the Analogia Project, which explores the relationship between design and craftsmanship through visual language.

In the past, Fendi has shared its window display concepts to its followers.

For example, the Italian fashion house launched a paper plane-themed window display in its stores worldwide.

The "Paper Plane Invasion," created by Italian artists Blue and Joy, was unveiled first at the brand's new boutique in Landmark, Hong Kong. To drive foot traffic to new locations, Fendi often partners with creatives to draw attention ([see story](#)).

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