

IN-STORE

## Fendi keeps up pace in Miami, opens Design District shop

November 2, 2015



*Fendi's storefront in Miami's Design District*

By STAFF REPORTS

Italian apparel and accessories house Fendi is increasing its foothold in Miami's Design District with the opening of a new concept store.

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For the last 10 years the brand has operated a Fendi Casa showroom in the Miami neighborhood known for its artistic connections and growing luxury presence. Fendi's new concept store in the Design District is in collaboration with architect Johanna Grawunder and draws parallels from art and design.

**New kids on the color-block**

The 5,400-square-foot boutique is split among two floors and will carry Fendi's collections for men and women, fur, handbags, footwear and accessories. Fendi's retail space is decorated using pieces from Fendi Casa, including leather couches in brown and navy and contrasting tables and chairs in poppy red.

Artwork decorating the shop's walls include pieces by Maria Pergay, Thierry Lemaire and Marc Newson.

For the store's facade features a color-block effect that was creating using Ms. Grawunder's phosphorescent paint to add a pop of color to the space's exterior. Pietro Beccari, chairman and CEO of Fendi told WWD, "the facade combines fluorescent blue and green with UV lighting and polished stainless steel. One side of the building is marked by a fluorescent orange hue, a colonnade and recessed LED lighting. Known for her public light installations, this is the second project for Fendi with Grawunder, after the Un Art Autre' traveling exhibition in Asia."



*Interior of Fendi's boutique in Miami's Design District*

Fendi's performance in the regions has "strong growth potential," Mr. Beccari said. The Italian label has retail locations in Aventura and Bal Harbour, as well as shop-in-shops elsewhere in Florida.

Also in the Miami area, the brand has just completed construction of the Fendi Chateau Residences, its first branded real estate project ([see story](#)). With asking prices between \$8 million and \$25 million, the building's 54 units have all been sold, with owners hailing from Greece, Mexico, Taiwan, Thailand and China.

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