

APPAREL AND ACCESSORIES

Fendi taps Bella Hadid for Karl Lagerfeld-shot spring/summer ads

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Bella Hadid for Fendi, spring/summer 2017

By STAFF REPORTS

Italian fashion house Fendi has selected model Bella Hadid as the face of its spring/summer 2017 campaign.

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The in-demand model shared a sneak peek of the campaign on her personal Instagram account, ahead of Fendi's official debut of the spring/summer 2017 advertisements. Increasingly, brands are relying on the social media followings of It-girl models to break new campaigns while also leveraging the ambassador's community.

Fendi for the new year

In the campaign still shared by the model, she wears large-frame sunglasses and a floral print tea length dress that compliments that pattern of the wallpaper behind her.

Her caption reads, "Fendi s/s17 campaign shot by the one and only Karl Lagerfeld! What a dream come true to start off the new year!"

Ms. Hadid also expresses her adoration for Mr. Lagerfeld, the creative director of Fendi.

A second image shared by Ms. Hadid shows the model standing next to a fireplace with a large, silk skirt and a colorful handbag resting on the mantle.



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As of press time, Ms. Hadid counts 9.3 million followers on Instagram.

While this is Ms. Hadid's first print campaign for Fendi, she is no stranger to the brand. During Fendi's 90th anniversary couture show over the summer, Ms. Hadid was selected to close the runway presentation ([see story](#)).

Ms. Hadid has quickly risen in the ranks of in-demand models, being named Model of the Year 2016, and was also selected as the face of Christian Dior Beauty last year ([see story](#)).

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