

HOME FURNISHINGS

Fendi opens space for furniture, home lines in first Fendi Casa flagship

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Fendi Casa flagship in Milan

By STAFF REPORTS

Italian fashion house Fendi is giving its home furnishings their own retail environment with the opening of its first Fendi Casa flagship.

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The dedicated Fendi Casa boutique is located on Milan's via Montenapoleone nearby to Fendi's fashion boutique. Opened to coincide with Salone del Mobile ([see story](#)), the 4,300-square-foot store allows Fendi to showcase its brand story through a different product category.

A home for home furnishings

Fendi Casa, which is produced by licensee Luxury Living Group, dates back to 1987.

The line is carried in Luxury Living showrooms as well as in authorized retailers, such as Harrods.

Now, the collection is being given a dedicated space. The boutique is situated in the Palazzo Carcassola Grandi, a 16th-century palace, which has period architectural details such as frescos and inlaid wood ceilings.

Within this store, Fendi Casa is highlighting some of its creative collaborations, including Toan Nguyen and Marco Costanzi.



Inside Fendi Casa's Milan flagship

"The opening of the first Fendi Casa store on Via Montenapoleone marks a major step for Fendi in the world of design," said Pietro Beccari, CEO of Fendi. "This space is a tribute to our DNA, expressed in the close proximity to the Fendi boutique both physical and in terms of values."

Armani also used Salone del Mobile as a springboard to open its largest Armani Casa boutique to-date. Located on Corso Venezia, the boutique features sixteen windows that wrap around each of its three floors.

A number of brands have put more emphasis on their home furnishings lines in recent years.

Italian fashion label Versace took over full control of its home decor collection, moving that division of its brand in-house.

Versace Home has been producing its own textiles from its beginning in 1992, but the brand relied on partnerships with Cassina Contract and Nemo to produce its furniture and lighting. By internalizing its home business, Versace is looking to further the growth it has seen, owning and operating its entire brand world ([see story](#)).

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