

APPAREL AND ACCESSORIES

## Fendi emphasizes all things fur in Japan store openings

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*Fendi's Omotesando pop-up in Tokyo*

By STAFF REPORTS

LVMH-owned Italian fashion house Fendi is putting its best furry foot forward to welcome consumers to its newly opened points of sale in Tokyo.

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Fendi began just more than 90 years ago with a focus on furs, a brand code that is still explored by creative director Karl Lagerfeld today, despite the materials waning interest among some consumers. Fendi's roots as a furrier are on full display at its year-long pop-up in Omotesando and its new Ginza Six flagship through both displays, decor and services.

Fur for all

The Fendi pop-up on Omotesando, a Tokyo high street, opened April 24 with a design that recalls its Roman culture and its dealings as a furrier. In addition to Roman-style arches the pop-up's facade features fur-filled bricks in the colors of the rainbow.

Acknowledging its unique choice of a building material for the pop-up, Fendi shared a short behind-the-scenes video that shows the bricks' creation.

The 18-second clip shows an artisan filling a plastic brick with a clear resin before fluffing and teasing a section of colored fur to be set in the container. The pop-up's facade includes more than 2,000 of these colorful, furry bricks.

Fendi's Omotesando pop-up also includes an installation by Seijun Nishihata who was inspired by the traditional Japanese art of floral arrangements. Titled "Plant Hunter," the work took more than 5 months to create, as all its components were sourced from across Japan.

The year-long pop-up will offer Fendi men's and women's collections. Fendi has also selected the Omotesando temporary storefront to feature the brands travel VIP "Happy Room," a retail concept that debuted at Design Miami in December ([see story](#)).

Fendi even invited its furry mascots, Piro-chan and Bug-gun, who had a makeover for the occasion, drop by for the pop-up's opening ([see story](#)).



*The Fendirumi mascots, Piro-chan and Bug-gun at the Omotesando pop-up in Tokyo*

Keeping its store architecture similar across its portfolio, Fendi's new Ginza Six in the Ginza neighborhood of Tokyo continues the brand's use of Roman arches.

Fur is also a concentration for the Ginza Six flagship which includes a fur-trimmed art installation by Japanese flower artist Azuma Makoto. "The Fur Tree" is positioned in the Ginza Six shops front windows and features pink tufts of fur to evoke blossoms.

Fendi has selected its Ginza Six flagship to be offer an exclusive "furwear" service. Fendi Furwear will allow consumers to create made-to-measure fur pieces.



Consumers can add fur to tees, coats or jeans in a combination of colors, fur types and sizes. Made-to-measure

items will take approximately seven weeks to create and will bare a personalized label.

Fendi is likely to extend the furwear service to other stores around the world in due course.

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