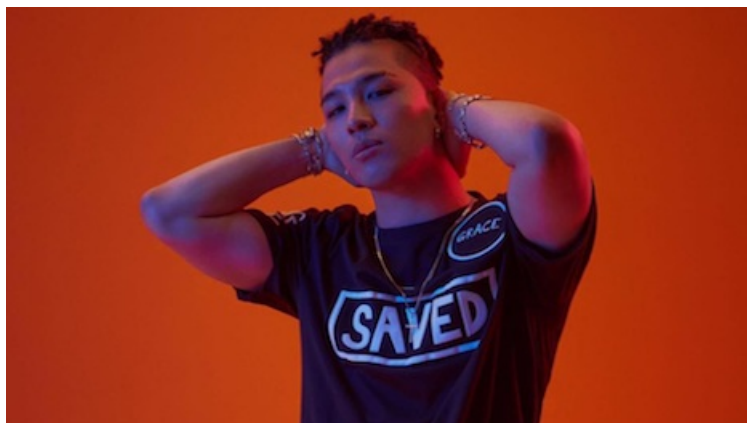


APPAREL AND ACCESSORIES

Fendi, K-pop's Taeyang co-design capsule

June 23, 2017



Taeyang for Fendi. Image credit: Fendi

By STAFF REPORT'S

Italian fashion house Fendi is building awareness among South Korean consumers by collaborating with a popular K-pop star.

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Fendi creative director Silvia Venturini Fendi collaborated with Dong Young-bae, better known by his stage name Taeyang, on a capsule collection. Taeyang has a huge social following of 7.4 million followers, which will help Fendi tap into not only the South Korean market but the Asian region in general due to the popularity of the K-pop genre.

K-pop appeal

The capsule created by Ms. Venturini Fendi and Taeyang explores a shared ethos between Fendi as a brand and the singer's personal sense of style.

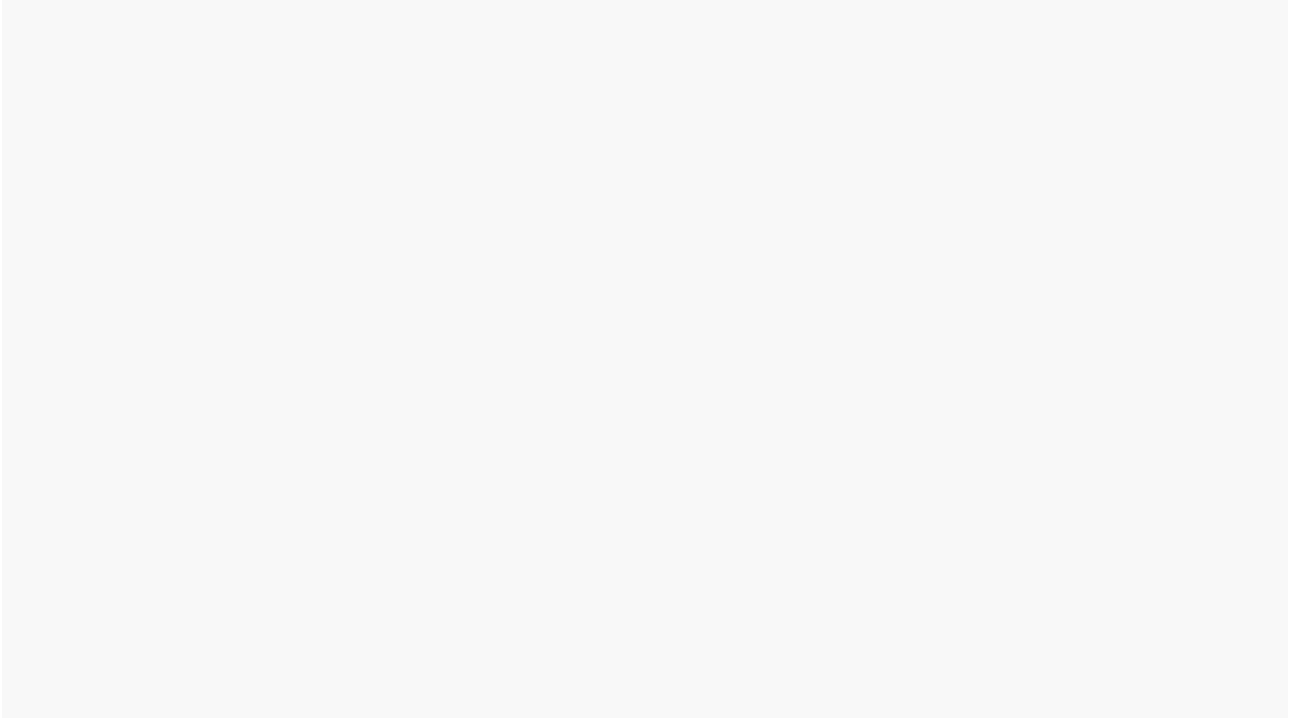
An edit of accessories and clothing will be included in the Fendi x Taeyang capsule collection.



Two accessories included in the Fendi x Taeyang capsule. Image credit: Fendi

Fendi plans to release the collection exclusively in Hong Kong on July 27, before expanding its shelf presence in other bricks-and-mortar boutiques.

On Taeyang's Instagram account, the singer has shared a behind-the-scenes video of the creative process. The clip shows Ms. Venturini Fendi and Taeyang selecting the color schemes for the decorative patches and brainstorming word choices, such as "faith" and "Fendi."



#FendixYoungBae #Fendi

A post shared by TAEYANG (@__youngbae__) on Jun 22, 2017 at 11:28pm PDT

Taeyang has also shared a series of images of himself sporting pieces from the Fendi capsule collection with his Instagram audience.

In addition to the social media prowess and reach of South Korean influencers and K-pop stars, consumer attention has turned toward the country's local brands as well.

All things South Korea have taken hold of consumer interest as of late, especially the multitude of personal care brands and products that hail from the market. As brands from South Korea gain in popularity, ensuring visibility in a retail setting will become increasingly important.

At department store chain Nordstrom, for example, the retailer celebrated the vibrancy of South Korean fashion, accessories and beauty in a three-part series of pop-up shops earlier this year ([see story](#)).