

APPAREL AND ACCESSORIES

Fendi Studio tells of brand's Hollywood connections via screenings, props

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Italian stylist Diletta Bonaiuti at Fendi Studios. Image credit: Fendi

By STAFF REPORTS

Italian fashion house Fendi is incorporating its cinematic ties into a temporary venture staged at its Rome headquarters.

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From Oct. 27 through March 25, 2018, fans of Fendi can drop by the interactive "Fendi Studios" exhibition at the Palazzo della Civiltà Italiana in Rome. Here, guests can enjoy daily film screenings and pose for Instagram-worthy snapshots with Fendi and movie-magic props set against a greenscreen.

Fendi, furs and film

Fendi Studio is a celebration of the LVMH-owned fashion house's ties to Hollywood.

The exhibition, located in Fendi's Roman headquarters, which has reportedly seen more than 100,000 visitors since opening in 2015 ([see story](#)), brings guests deep into the world of cinema through a number of interactive touchpoints.

Part museum, part selfie station Fendi Studio includes standout pieces designed by the brand for iconic and award-winning films.

For example, guests can see the Fendi fur coat worn by Gwyneth Paltrow in Wes Anderson's "The Royal Tenenbaums" before posing for a photo in a red Alfa Romeo Spider, as seen in "The Grand Budapest Hotel" while images from the film are displayed in the background.

Over its more than 90-year history, Fendi pieces have been featured in a number of film's costumes.



Fur coats featured in feature films on view at Fendi Studios. Image credit: Fendi

Exhibition touchpoints include "A Room With A View" station, a room decked out with mirrors, that project the visitor onto a New York building on the set of "Blue Jasmine," "The Devil Wears Prada" or "The Age of Innocence."

The fur coat and handbag carried by Meryl Streep's character in The Devil Wears Prada is displayed next to a collection of Fendi Baguette handbags seen in "Sex and the City." Images of both are displayed to show the cast with the pieces.

Another area, also a mirrored corridor, leads guests to "Adventures in Tenenbaumland" where Ms. Paltrow's Fendi furs are displayed along with scenes from the film.

Fendi's "Every Princes Needs to Rest" lounge shows pieces worn by Sharon Stone and Marisa Berenson in addition to trunks and suitcases used as props.

For the exhibit, Fendi has also built a theater within its headquarters. Per WWD, the theater's entrance is flanked by two giant Oscars statues while its interior is decorated with red velvet chairs and vintage lighting.

The theater will screen movies on a daily basis, including Sofia Coppola's "Marie Antoinette," "The Godfather III," "The Devil Wears Prada and Evita, among others. All films will screen at 9 p.m. daily for the extent of Fendi Studios and will be shown in Italian.

Fendi Studios

The screenings will be open to the public, but must be booked in advance on Fendi's EventBrite [Web site](#).