

APPAREL AND ACCESSORIES

Fendi stays modern, looks to culture for multifaceted commemoration

February 6, 2018



Fendi celebrates anniversary with art and culture. Image credit: Fendi.

By BRIELLE JAEKEL

Italian fashion house Fendi is celebrating the past by looking to the future in a new initiative that brings together six street artists.

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Celebrating the first anniversary of its "F is for Fendi" platform, Fendi looked to a variety of young artists from a wide range of backgrounds for a special project. Indicative of a guerrilla campaign, Fendi's celebration interweaves a message of diversity, culture and art through digital, physical spaces and a product launch.

F is for future

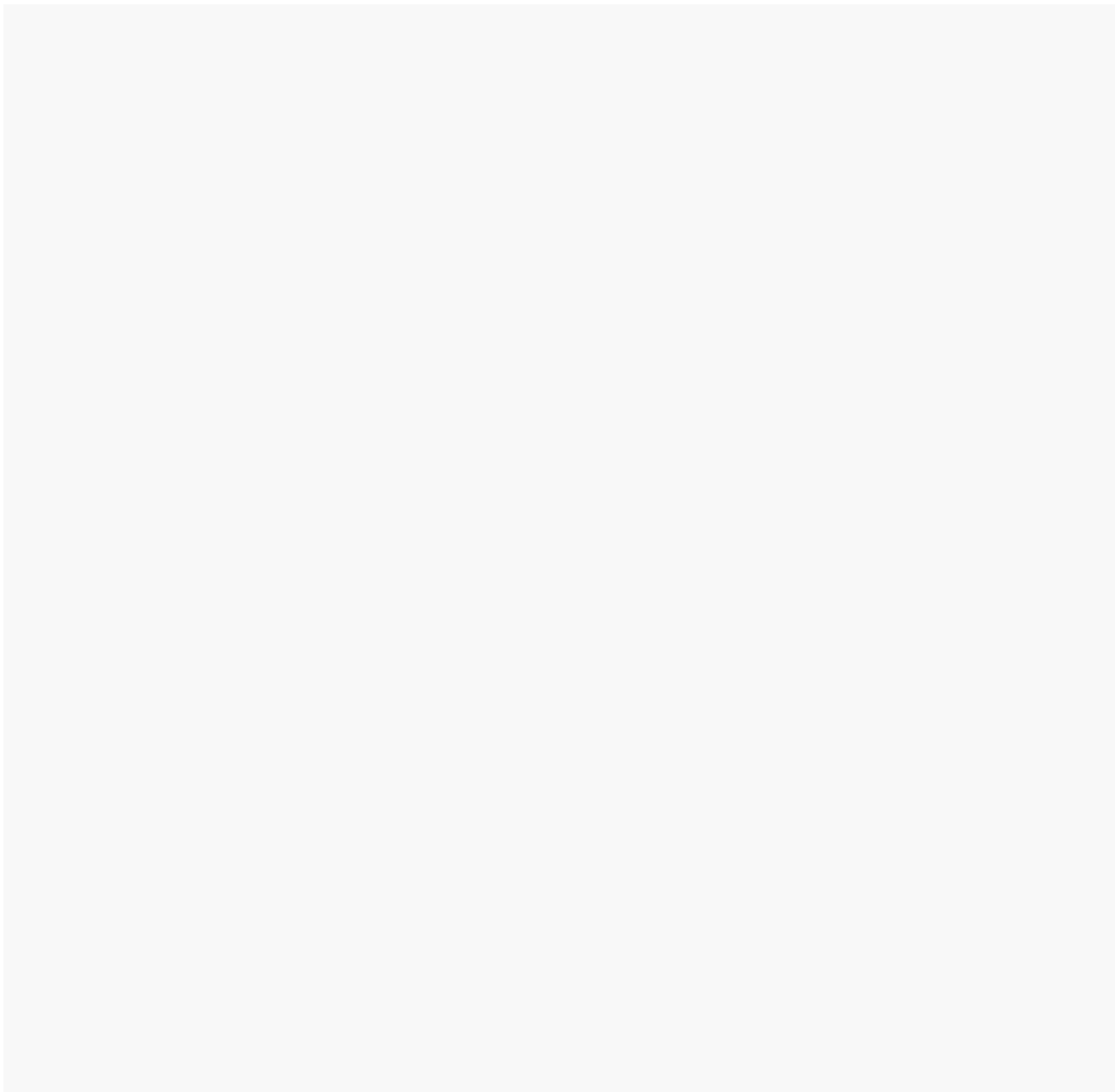
LVMH-owned Fendi has been courting a millennial audience through a dedicated digital platform that speaks to "freaks."

The brand's "F is for Fendi" microsite and accompanying social channels are presented as collectively owned vehicles for expression and exploration, with editorial content that covers everything from places to go to personalities. Fendi's outreach to this up-and-coming generation of luxury consumers taps into millennials' favor of experience over things, a message that may resonate more effectively than traditional fashion marketing ([see more](#)).

"F is for Fendi" first launched in February of 2017, making this month its one-year anniversary.

To continue its mission to focus on artistic expression and unique ideals that cater to a younger demographic, Fendi is releasing "The Ring of the Future" campaign.

Artists from the United Kingdom, United States, China, Japan, Korea and Iran have come together to participate in the Fendi campaign.



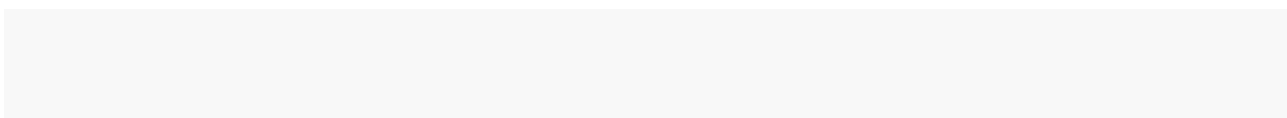
What are @gary_stranger @cmkgallery @thehillelsmith @cave_cave @smilemaker.hk and @jodae up to w/ the #fisforfendi crew? Get ready for tomorrow! . . . #fendi #theringofthefuture #freaksforfun #fashionfreaks #fearlessfreaks #art #design #fashion #artist #creators #menswear #instablogger #graffiti #streestyle #rome #newrome #ootd #logo #fendilogo #menstyle #style

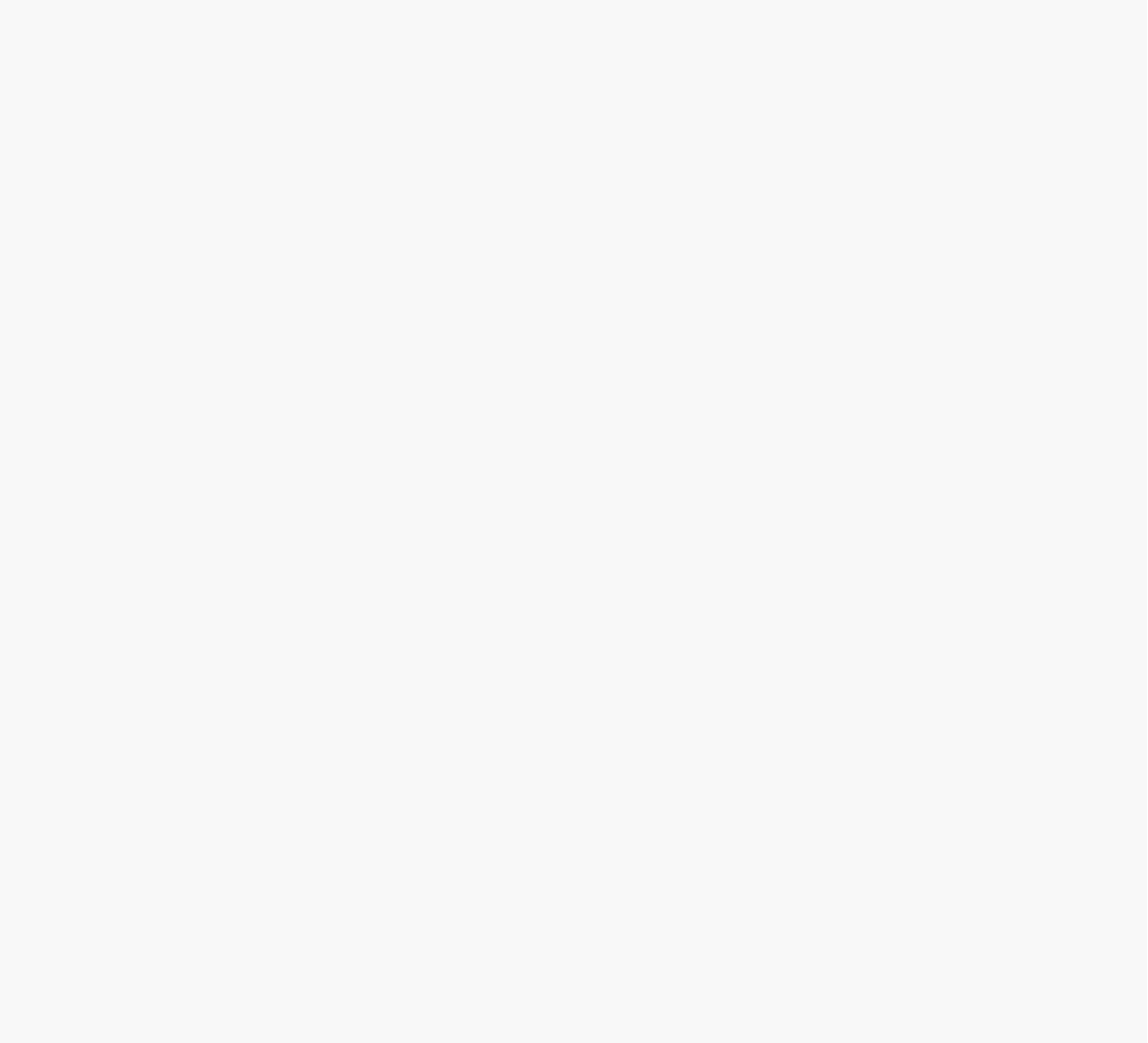
A post shared by F is For...Fendi (@fisforfendi) on Feb 5, 2018 at 8:52am PST

The artists took to the label's head quarter's PDCI rooftop in Rome for their graffiti project. Each artist painted the word "future" in his own language, with each word connecting to make a circle.

A T-shirt designated by Fendi as genderless depicts the campaign's artwork on the front and will be available for purchase only on Fendi.com.

Fendi has been sharing teasers and videos leading up to the campaign launch, many of which feature the artists explaining what they think of what the word "future" means, each in their native language.





2/3 The future is looking bright with @jodae and @cave_cave #fisforfendi . . #fendi #theringofthefuture
#freaksforfun #fashionfreaks #fearlessfreaks #art #design #fashion #artist #creators #menswear
#instablogger #graffiti #streestyle #rome #newrome #ootd #logo #fendilogo #menstyle #style

A post shared by F is For...Fendi (@fisforfendi) on Feb 1, 2018 at 8:58am PST

Fendi heritage

The Italian fashion label has long celebrated culture, individuality and heritage.

For instance, Fendi recently gave back to its hometown of Rome through art.

The brand commissioned a sculpture from artist Giuseppe Penone for the sidewalk outside of its Palazzo Fendi flagship. Meant as a donation to the city that has served as its backdrop and inspiration for more than 90 years, the permanent installation is designed to be a public exhibit ([see more](#)).