

APPAREL AND ACCESSORIES

Fendi's logo-obsessed capsule collection drops at Net-A-Porter

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Fendi's FF Capsule collection puts its iconic logo centerstage. Image credit: Fendi

By DANNY PARISI

Online fashion platform Net-A-Porter is continuing its run of landing major exclusive deals with fashion brands by debuting a month-long preview of Italian fashion label Fendi's FF Capsule collection.

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As part of the deal, consumers will be able to shop the FF Capsule collection for a full month before it becomes available in Fendi stores around the world. Many fashion brands can feel the way the wind is blowing and have begun solidifying major partnerships with online fashion retailers such as Net-A-Porter.

Logomania

Since its founding in the early 2000s, Net-A-Porter has always been at the forefront of online fashion retail.

Whereas many luxury brands, including Fendi, were slower to adopt ecommerce, the avoidance of online selling has all but disappeared. Some of the biggest brands in fashion work choose to work with Net-A-Porter, giving the retailer exclusives as a way of driving up online sales and attention for a new collection.



The Fendi FF logo appears on every piece in the collection. Image credit: Fendi

The latest brand to work with Net-A-Porter in this way is Fendi. The Italian label has agreed to give Net-A-Porter exclusive rights to sell its new FF Capsule collection for a full month before it debuts in Fendi stores.

Net-A-Porter launched the collection on April 13 where it will be available for purchase exclusively until May 14 when Fendi begins selling it at its boutiques and online shop.

The FF Capsule collection makes the brand's iconic FF logo the centerpiece of the designs, with almost every piece having the signature squared double F worked into the pattern or print.

Designed in 1965 by Karl Lagerfeld as a reference to the brand's "fun fur," the double F logo has been a key part of Fendi's identity, and the label sees it as representing the brand's luxury authority along with its lighthearted attitude.

Fendi has been promoting the new collection through its social channels. On Instagram, the Fendi double F logo has been employed for a variety of social campaign images leading up to the reveal party in London on Apr. 12.

Additionally, a series of pop-up shops have been opened to give customers physical access to the collection as well as online.

Times are changing

Fendi's latest collection fits into an ongoing trend of logomania, as brands increasingly rely on their own logos as an aesthetic element, particularly in the form of prints.

For example, Italian fashion label Max Mara is proving that what is old can be new again by putting a modern twist on an archival design.

The brand's #MaxMaraGram project for spring/summer 2018 remixed a typeface that was originally used in the 1950s into a logo print. Creating its own take on the trend towards more overtly logoed luxury goods, Max Mara's pieces center on an exploration of its history ([see story](#)).

This past February also marked the one-year anniversary of Fendi's "F is for Fendi" campaign, which sought to commemorate the brand's storied past. In "F is for Fendi," the brand celebrated the past by looking to the future in an initiative that brought together six street artists.



A piece from the collection. Image credit: Fendi

Indicative of a guerrilla campaign, Fendi's celebration interwove a message of diversity, culture and art through digital, physical spaces and a product launch ([see story](#)).

Outside of its collaboration with Fendi, Net-A-Porter is also investing in yielding high-end jewelry brands who lack an online retail presence to help affluent shoppers accomplish all of their buying needs within its platform.

The ecommerce platform is launching a flagship jewelry store online, where it will bring in couture watch and jewelry brands, many of whom have never had a digital retail presence. A dedicated hub for prestigious brands such as Cartier, Jaeger-LeCoultre, Piaget and Chopard will include heightened customer service elements to better cater to the high-net-worth shopper ([see story](#)).

The FF Capsule collection is yet another example of how the online retailer has landed major exclusive deals with highly-desired fashion brands from the heights of the luxury world.

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