

APPAREL AND ACCESSORIES

Fendi designs capsule collection for Childrensalon

November 20, 2018



Fendi teams up with Childrensalon for capsule. Image credit: Fendi

By STAFF REPORTS

Italian fashion label Fendi is the latest high-end fashion brand to look to a smaller muse.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand is working with Childrensalon.com, a luxury children's retailer, on a special capsule collection. Fendi Special Edition for Childrensalon debuted on Nov. 20, with 16 pieces.

Trendy children

Fendi's new collection for children marks the first time the label and Childrensalon have worked together.

A variety of products for children include pieces such as bomber jackets, t-shirts, polo shirts, track pants. The collection is designed for girls and boys aged 3 to 14 years old.

The limited-edition collection is based off of Fendi's ready-to-wear line, featuring its past FF logo, in contrast with white, navy blue or bubblegum pink for girls and varsity green for boys.

"Fendi is one of the most iconic fashion houses of all time with a rich sense of elegance and creativity," said Michele Harriman-Smith, CEO of Childrensalon. "We are incredibly excited about the wonderful collaboration between our two brands."



The label is one of many fashion brands who have been designing for children to appeal to the affluent fashionista mom.

French footwear label Christian Louboutin also recently looked to capture customers as early as it gets with a limited edition collection.

Catering to the affluent mother, Louboutin has released another limited-edition collection for babies. After a collaboration with Gwyneth Platrow's Goop for a baby shoe, the footwear designer decided to take its red bottoms to a smaller size ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.