

APPAREL AND ACCESSORIES

Fendi shows Rome love in graffiti-themed drop

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Fendi's Roma Amor drop. Image courtesy of Fendi

By STAFF REPORTS

Italian fashion label Fendi is drawing parallels between graffiti and craftsmanship in a collaboration with street artist PREF.

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Fendi's Roma Amor drop features apparel and accessories for men, women and children emblazoned with a Roma Amor logo and neon accents. The brand has recently played with the drop retail concept by creating limited-edition merchandise aimed at a youthful audience.

Street art

Fendi previously worked with PREF on its FF Reloaded launch event in London. In a new partnership, PREF has taken the Fendi logo and remixed it, paying homage to the brand's relationship with its hometown of Rome.

The collection features both the Fendi double-F print and a wave of text reading Fendi Roma Amor. Women's ready-to-wear pieces include swimsuits, a mink coat, puffers and jumpsuits.



Fendi's Roma Amor drop. Image courtesy of Fendi

Fendi and PREF designed streetwear such as joggers, windbreakers and sneakers for men. Meanwhile, a unisex childrenswear line features T-shirts, bomber jackets and hoodies, along with options for girls including dresses and skirts.

Following in the footsteps of its other recent drops, Fendi premiered Roma Amor online from May 10. The collection is officially premiering worldwide in 36 boutiques and on Fendi's ecommerce site from May 14.

Within the stores, Fendi Roma Amor will be taking over with installations and special window displays.

At six stores, Fendi is offering a personalization experience, in which artisans will hand sew customers' initials onto their Large Baguette handbags or bomber jackets. This service will be available at the locations at Lotte Downtown in Seoul, Tokyo Omotesando, Beijing SKP, New York's Madison Avenue and Galeries Lafayette and Printemps in Paris.

For a futuristic feel, the promotional images for the collection depict models as if they are digital avatars. Accessorizing the Roma Amor line are frames from the brand's Gentle Monster collaboration ([see story](#)).

A launch film takes place at Fendi's headquarters, Palazzo della Civiltà Italiana. Set to FM Attack's "Sleepless Nights," the short shows a group of young friends dancing under the glow of multicolored lights.

Fendi's Roma Amor line

According to research from BCG and Altagamma, one of the key emerging trends in the luxury business this year is partnerships, as brands seek to bring a sense of newness to consumers.

These collaborations, such as Louis Vuitton's link with Supreme to Chanel's recent Pharrell Williams collection, are particularly finding favor with younger generations and Chinese shoppers. Across age groups and nationalities, luxury buyers show a heavy awareness of tie-ups and 50 percent have invested in special-edition merchandise, a figure that is likely to grow as Gen Z and millennial buyers grow their influence and purchasing power ([see story](#)).

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