

APPAREL AND ACCESSORIES

Fendi opens couture to broader audience with Roman exhibit

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Fendi's "The Dawn of Romanity" exhibit. Image courtesy of Fendi

By STAFF REPORTS

Italian fashion house Fendi is putting its couture runway looks in front of a wider audience with a public exhibit at its Roman headquarters.

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Following the brand's "The Dawn of Romanity" show on July 4, Fendi is staging a display of the one-of-a-kind pieces at Palazzo della Civiltà Italiana. Couture is typically reserved for a very exclusive audience, but brands are opening the door on the handcrafted fashion through digital content and exhibits.

Couture showcase

Fendi's couture show at Rome's Colle Palatino paid tribute to late creative director Karl Lagerfeld's 54-year tenure at the house. The 54 looks that walked the runway featured silhouettes that pointed to Mr. Lagerfeld's designs.

Along with runway looks, the exhibit will feature artisans from Fendi's ateliers in Florence and Porto San Giorgio and its fur atelier in Rome.



Fendi artisan at its exhibit. Image courtesy of Fendi

The display will be up and free to the public until July 14 on the first floor of Fendi's headquarters.

Other brands have launched exhibits centered on runway shows, expanding the audience for design concepts.

For instance, British fashion house Burberry put its craftsmanship on display in a traveling exhibit that stopped in New York and Los Angeles.

"The Cape Reimagined" originally launched alongside the label's February fashion show at the brand's companion Makers House in London. The exhibition that went on the road featured a selection of custom capes, which consumers could purchase via special order, allowing them to take home a piece of the project ([see story](#)).

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