

APPAREL AND ACCESSORIES

Fendi turns brand ambassador into fashion collaborator

July 19, 2019



Fendi's first selfie, wearing the Jackson Wang capsule. Image courtesy of Fendi

By STAFF REPORTS

Italian fashion label Fendi is collaborating with brand ambassador and Chinese musician Jackson Wang to merge music and design.

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Mr. Wang worked with Fendi creative director Silvia Venturini Fendi to create a capsule that blends his personal style with Fendi codes. In honor of the Fendi x Jackson Wang launch, the brand is taking an out-of-home approach to marketing.

Ambassador apparel

Fendi previously collaborated with Mr. Wang on a music partnership.

The Hong Kong-born artist's single "Fendiman" reached the top of two iTunes charts following its debut at the brand's FF Reloaded event in Shanghai on May 26, 2018. The single links statements about ambition with pride at wearing Fendi clothing ([see story](#)).

Now, Fendi is working with Mr. Wang to launch a cobranded capsule of ready-to-wear and accessories.

The collection prominently features Fendi's FF logo, the color black and velvet. Differentiating the capsule, the pieces include a Fendi Team Wang logo as well.

[View this post on Instagram](#)

#FendiXJacksonWang Capsule Collection: be ready, its coming soon! #Fendi #FisforFendi #JacksonWang
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A post shared by Fendi (@fendi) on Jul 19, 2019 at 5:43am PDT

Instagram post from Fendi

For the capsule, Fendi is introducing its first Baguette bag for men, which was fashioned in black leather with the logo on the flap in velvet.

Apparel ranges from suiting to more casual wear such as sweaters, T-shirts and pants. Accessories include a baseball hat, slide shoes and running shoes.

The collection will launch on July 20 in 33 of Fendi's boutiques and the brand's ecommerce site.

Getting the word out about the line, Fendi tapped artist Oscar Wang to create an installation on Shamao Street at Chengdu IFS. The artist created a new panda character dubbed Fendidi, which translates to Fendi's little brother.



Fendidi is positioned outside of Chengdu IFS. Image courtesy of Fendi

Fendidi wears the Jackson Wang capsule, including a Baguette. The character sits in a glass box that is about 11 feet tall, which also includes a see-through green recreation of Fendi's headquarters in Rome.

On the box are phrases that complete the idea "F is for" Answers include Fendi, fun, friends, fantasy and funk.

Fendidi will be up at Chengdu IFS through July 28.

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