

APPAREL AND ACCESSORIES

Fendi lets consumers take a bite out of its logo

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Fendi's Steccolecco pop-up. Image courtesy of Fendi

By STAFF REPORTS

Italian fashion house Fendi is opening up an ephemeral branded ice cream shop in partnership with Steccolecco.

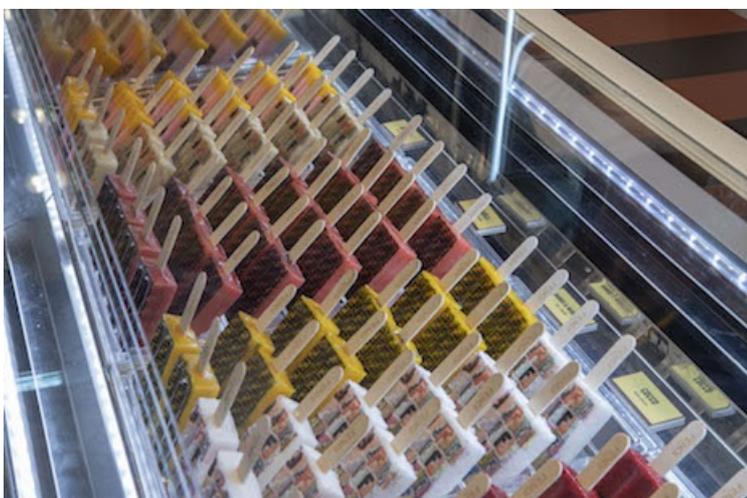
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A Steccolecco x Fendi pop-up in Milan's Central Station will serve limited-edition ice cream featuring Fendi's double F logo. The pop-up is timed to coincide with Milan fashion week, providing show goers and the general public a chance to indulge in fashionable food.

Fashionable food

Fendi originally teamed with Steccolecco on a series of fur charms for its pre-fall 2018 collection that were inspired by the ice cream maker's treats.

Now, Steccolecco has made sweets that reference Fendi's branding. The popsicles come in a variety of flavors and colors.



Fendi-branded Steccolecco bars. Image courtesy of Fendi

The pop-up is clad in Fendi's signature yellow, as well as the black-and-brown striped Pequin pattern that originally

debuted in 1987.

Opened Sept. 12, the temporary ice cream shop will be up until Oct. 14.

More than 320,000 people pass through the station each day, giving Fendi a significant audience for its branded treats.

Other brands have launched food-centric concepts during fashion week.

For instance, U.S. fashion label Ralph Lauren gave Paris Fashion Week attendees a place to recharge by opening up a coffee shop in its Saint-Germain boutique.

Opened Feb. 22, 2019 Ralph's Café served beverages, baked goods and snacks in a cozy eatery. This marked the brand's first food-themed pop-up in Paris, following similar hospitality activations in New York, Hong Kong and Tokyo ([see story](#)).

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