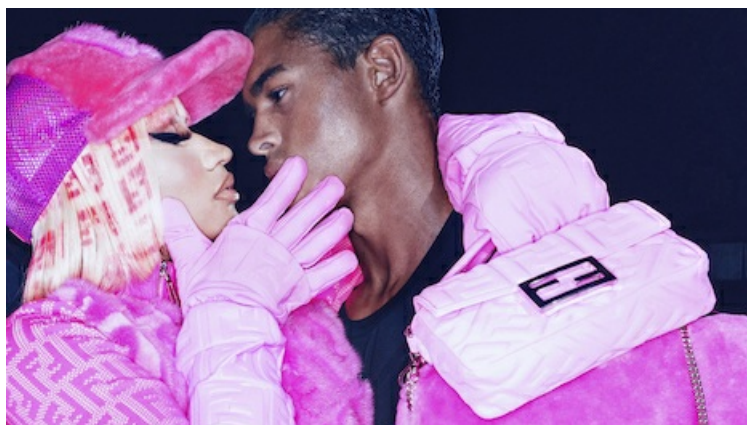


APPAREL AND ACCESSORIES

## Fendi enlists rap queen for next collaborative capsule collection

September 18, 2019



*Rapper Nicki Minaj is working with Fendi on a capsule collection. Image courtesy of Fendi*

By STAFF REPORTS

Italian fashion house Fendi is partnering with one of hip-hop's biggest stars for a fierce capsule collection as part of its FF Series.

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Rapper Nicki Minaj brought her bold pink aesthetic to the limited line, available for men, women and children, with the help of creative director Silvia Venturini Fendi. The fashion label has leaned on retail drops and creative collaborators to create special collections for younger consumers.

### Fendi Prints On

Ms. Minaj's collection, Fendi Prints On, will launch online on Oct. 14 before arriving at 52 Fendi boutiques on Oct. 16. The line is named after lyrics in the rapper's song "Chung-Li" which references several luxury brands.

Although this is the musician's first luxury partnership, she wields significant influence. In 2018, Ms. Minaj had the strongest performing social media post during New York Fashion Week when she posted a photo of herself and friends tagged #NYFW ([see story](#)).

[View this post on Instagram](#)

#FendiPrintsOn. Obsessed as much as we are? Don't miss the big reveal on October 14th. Photographer: @StevenKleinStudio Art Director: #StephenGan Feat: @NickiMinaj

A post shared by Fendi (@fendi) on Sep 17, 2019 at 12:00pm PDT

### *Fendi Prints On has a pink and silver color palette*

The playful collection includes ready-to-wear and accessories in fluorescent pink and silver, such as pencil skirts, puffer coats and Peekaboo and Baguette handbags. Reflecting the luxe streetwear trend, the pieces feature sequined or embossed interpretations of the iconic FF logo.

Ms. Minaj also posed for a series of poolside photographs shot by Steven Klein. Shared to social media, the shots take inspiration from Ms. Minaj's reputation as a "queen of rap" as she is fiercely flanked by other models.

Fendi has previously partnered with other music artists to create limited collections.

This summer, Chinese musician Jackson Wang worked with Ms. Fendi to create a capsule that blends his personal style with Fendi codes.

The collection prominently featured Fendi's FF logo, the color black and velvet. Differentiating the capsule, the pieces included a Fendi Team Wang logo and the first Baguette bag for men ([see story](#)).

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