

APPAREL AND ACCESSORIES

Fendi marks Chinese New Year with Fendidi family reunion

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The Fendidi family reunites in this saga timed with the Chinese New Year. Image credit: Fendi

By STAFF REPORTS

Roman fashion house Fendi and artist Oscar Wang are celebrating the Chinese New Year with the arrival of new members to the Fendidi family.

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Fendidi, the playful panda, is now joined by Fendiva and their lively Fendini baby pandas in a 30-second video released to also tap interest around the Fendi x Jackson Wang capsule collection released last July.

Mr. Wang is LVMH-owned **Fendi's** brand ambassador in China and a singer and songwriter. The collection includes ready-to-wear, sneakers, bag, clutch, baseball hat and slide sandals, all in black with the tone-on-tone FF logo.



Artist Oscar Wang worked with Italian fashion label Fendi on the Fendidi concept. Image credit: Fendi

In the Fendidi video, the panda characters are seen playing around the arches of Palazzo della Civiltà Italiana, Fendi's famous headquarters in Rome. Reunited for the first time, the Fendidi family wishes everyone all the best and prosperity for the new Chinese Year of the Rat.

To add to the festivity, Oscar Wang has also created a set of gifts and stickers featuring the Fendidi family that was inspired by traditional Chinese New Year symbols.

A fun celebration of the Chinese New Year, the Fendiva motif enlivens an extra-special edit of mini bags and accessories available for a limited time at <https://t.co/LPxAHLEljy> and in selected boutiques worldwide. [#Fendidi#Fendiva#FendiCNY](#) pic.twitter.com/tTr3p8ZuLR

Fendi (@Fendi) [January 24, 2020](#)