

APPAREL AND ACCESSORIES

## Fendi taps British photographer Nick Knight for women's spring/summer 2020 ad campaign

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Model Adut Akech in the Fendi spring/summer 2020 collection ad campaign shot by British photographer Nick Knight. Image courtesy: Fendi

By LUXURY DAILY NEWS SERVICE

British photographer Nick Knight has shot his first ad campaign for Fendi with the Roman fashion house's spring/summer 2020 collection by Silvia Venturini Fendi.

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Shot in Mr. Knight's London studio, the campaign shows Fendi models Adut Akech, Jing Wen and Rianne Van Rompaey emerge from a dream, cavorting with expressions of *borghese* energy and posing on the imaginative terrace of a Roman historic palazzo furnished with multicolor retro outdoor designs.

A 59-second film embodies the sassy spirit of the Fendi campaign.



Model Jing Wen in Fendi's women's spring/summer 2020 collection ad campaign shot by British photographer Nick Knight. Image courtesy of Fendi

Riot of color

The [women's spring/summer 2020 collection](#) outlines a path of playful opulence through a summer's technicolor day drenched in the warmth of an Italian sunrise, as Fendi puts it.

"In keeping with Fendi's most authentic DNA, an ironic, playful vibe echoes throughout the striking shots, injected with a lively elegance restless and a bit rebellious," Fendi said in a statement.

Audacious blooms, shiny surfaces, maxi checks and intricate textures are part of the collection. Soft quilted dresses and separates are juxtaposed with skirt suits in washed cotton and high-end summer fur coats, exuding "luxurious lightness."

The LVMH-owned label's Peekaboo, Baguette and new Roma tote bags are part of the effort, showcased in a riot of interwoven motifs, embossed patterns and vibrant colors.

*Fendi women's spring/summer 2020 ad campaign*

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