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Fendi's new store in Venice goes for LEED certification as sustainability measure

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Fendi's new boutique in Venice aims to be LEED certified. Image courtesy of Fendi

By LUXURY DAILY NEWS SERVICE

Italian fashion brand has opened its new boutique in Venice with a noble aspiration: to become the first store in the Fendi portfolio to gain LEED certification.

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The store has been designed in accordance with international standards of sustainability to reduce water and energy consumption.

Fendi owner LVMH is working on making its products and stores eco-friendly, a move that is seen across rival Kering's companies as well.



Interior of the Fendi boutique newly opened in Venice, Italy. Image courtesy of Fendi

The store has been designed to boost indoor air quality to improve the internal experience.

Fendi's boutique is in Venice's Calle Larga De l'Ascension, in the heart of the San Marco district and inside a Venetian palace of the early 1900s. The boutique will stock all items from Fendi, including womenswear,

menswear, bags and accessories.

The store's terrace, surrounded by disarranged plants, lanterns, straw elements and a rope rug, will showcase Fendi Casa's Outdoor Collection.

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