

RETAIL

Fendi reopens stores, Ferrari unlocks doors to museums as Italy relaxes lockdowns

May 18, 2020



Palazzo Fendi in Rome special windows. Image courtesy of Fendi

By LUXURY DAILY NEWS SERVICE

As Italy relaxes its lockdowns, brands are gradually reopening stores and facilities.

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Roman fashion house Fendi May 18 reopened its Palazzo Fendi boutique in the heart of the Italian capital.

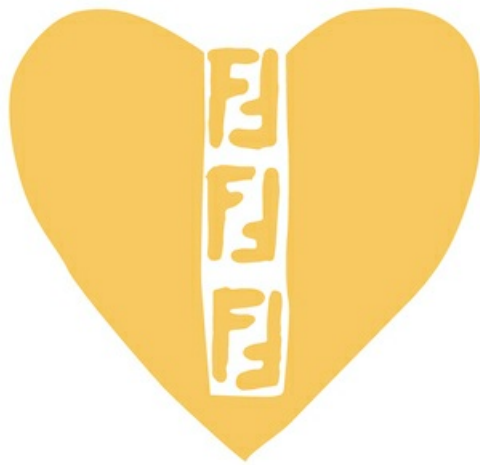
The LVMH-owned brand also reopened its **Fendi** stores across Italy, as the nation emerges from a high-casualty rate and still-abundant cases of COVID-19 coronavirus sufferers.



Palazzo Fendi in Rome. Image courtesy of Fendi

Windows in the Palazzo Fendi store reflect the sentiment of the moment.

Based on a sketch in yellow by late Fendi designer Karl Lagerfeld, the windows showcase the heart-shaped message: "We have been missing you."



#FendiFamily

Fendi Family logo designed by Karl Lagerfeld. Image courtesy of Fendi

Race to open

Meanwhile, another Italian icon May 18 opened the doors of its museums to the public in line with government regulations.

After shutting Feb. 24 to comply with the Region of Emilia-Romagna's emergency healthcare directives, the Ferrari Museum in Maranello and the Museo Enzo Ferrari in Modena are now open to visitors.



Museo Ferrari Maranello. Image courtesy of Ferrari

Ferrari has instituted a series of new measures to protect the museums' staff as well as visitors as they walk through the "Ferrari at 24 Heures du Mans," "Hypercars" and "Grand Tour" exhibitions.

Both museums have also added measures specifically designed for their premises and inspired by Ferrari's "Back on Track" program.

At their entrances, for instance, all visitors are scanned by a thermal scanner and, if their temperature is outside the normal zone, will be able to reschedule their visit, Ferrari said.



Museo Enzo Ferrari Modena. Image courtesy of Ferrari

Mask wearing is compulsory, except for children under the age of six. The museums will provide masks free of charge if visitors show up without them.

Horizontal floor markings will help ensure compliance with social distancing rules.

Visitors can book visit time slots and purchase tickets through the online ticket offices on the museums' sites as a means to limit crowds to the legally permitted number.

Ferrari will offer healthcare workers free access to the museums for the rest of 2020, along with discounts to family members for the same period. This is a show of gratitude to Italian medical staff at the frontlines of the COVID-19 coronavirus treatments.

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