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Farfetch becomes first exclusive online retailer for LVMH's Fenty as brand seeks new markets

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Summer looks from Fenty. Seen here: Shoes from Fenty designer Amina Muaddi. Image courtesy of Fenty

By LUXURY DAILY NEWS SERVICE

Online retailer Farfetch kicks off its exclusive ecommerce relationship with LVMH's Fenty with the launch of the brand's third drop of its summer collection.

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The "Release 6-20" is available only through Farfetch.com and Fenty.com. This drop includes Release 6-20 summer pieces, Amina Muaddi-designed Fenty footwear and all pieces from the brand's 2020 releases.

"We are thrilled to welcome Fenty to the Farfetch platform," said Giorgio Belloli, Farfetch's chief commercial and sustainability officer, in a statement. "We've long admired FENTY's innovative approach to luxury fashion retail and the way they champion inclusivity for customers.

"Fenty was looking for a retail partner to double-down on its digital-first business model and with our global customer base and platform model, it's an ideal opportunity to work together," he said.

Farfetch will introduce **Fenty** to new markets such as Brazil and the Middle East, among others.

Beauty of it

American-Caribbean entertainer Robyn Rihanna Fenty founded her self-named brand in collaboration with LVMH. The focus is on inclusivity with its product line.

Per Fenty, Drop 3 represents the culmination of summer, illustrated by a distinct 1990s undertone, overdyed pinstripe, psychedelic flower motifs and asymmetric cuts that look to the spirit and optimism of youth to lead the way forward.

The brand also launches its new multifunctional jewelry collection in this drop, featuring psyche flower charms made from multicolor resin, and strass adorn various lengths of a brass ball chain necklace with gold-tone or palladium finishes.

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