

APPAREL AND ACCESSORIES

Fendi teases street art-inspired Qixi collection

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The Mr. Doodle capsule collection includes apparel and leather goods. Image courtesy of Fendi

By LUXURY DAILY NEWS SERVICE

Italian fashion label Fendi is reuniting with British street artist Mr. Doodle for a capsule collection celebrating Qixi, known as Chinese Valentine's Day.

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Qixi is becoming a prime moment for luxury brands to woo Chinese consumers. The collection, which spans leather goods, ready-to-wear and footwear for both men and women, features a black and white color palette accented by Fendi yellow and red hearts.

Fendi and Mr. Doodle

The Mr. Doodle collection includes handbags as well as streetwear-inspired pieces including joggers, hoodies and sneakers. Mr. Doodle is the pseudonym for Sam Cox, who also collaborated with Fendi in August 2019.

For their first effort, Fendi gave Mr. Doodle free rein to put his signature squiggles on the roof of the Palazzo della Civiltà Italiana. His color palette of black and white with yellow accents is classic Fendi.

In a short film shared on Fendi's YouTube page, Mr. Doodle is seen drawing his "Spaghetti Graffiti" on every mirrored surface, as well as the rooftop's walls and barriers. Eventually, the entire palazzo is covered in his doodles ([see story](#)).

Those same signature doodles adorn the Qixi collection, which will pre-launch on July 24 online and in-store at the end of the month. This year, Qixi falls on Aug. 25.

Jackson Wang for Fendi and Mr. Doodle

Qixi is an opportunity for labels to showcase limited-edition merchandise for the holiday, seeking to win gifters with exclusivity. Similarly to Valentine's Day, signs of affection around Qixi have moved beyond candy or flowers to include costlier gifts, providing opportunities for luxury brands ([see story](#)).

To tease the collaboration, the label enlisted "Fendi Man" Jackson Wang. The Hong Kong rapper, actor and dancer appears in a whimsical video across a female love interest.

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