

APPAREL AND ACCESSORIES

## Kim Jones succeeds late Karl Lagerfeld as womenswear designer at Fendi

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*Kim Jones*

By LUXURY DAILY NEWS SERVICE

British designer Kim Jones has taken on more responsibility within the LVMH family by being named artistic director of haute couture, ready-to-wear and fur collections at Roman fashion and leather goods house Fendi.

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Mr. Jones will continue to retain his position as artistic director of Dior Men. He takes over from Silvia Venturini Fendi, who was temporarily in charge of womenswear after Lagerfeld's demise last year.

"Kim Jones is a great talent and since joining, he has continuously proven his ability to adapt to the codes and heritage of the LVMH houses while revisiting them with great modernity and audacity," said LVMH chairman/CEO Bernard Arnault in a statement.

"At Fendi, I am convinced that his vision and passion will highly contribute to the success of the women's collections," he said.

### Great expectations

Ms. Venturini Fendi, the third generation of the Fendi family in the business, will continue to create the accessories and menswear collections.

Mr. Jones has big shoes to fill.

Mr. Lagerfeld held fort at **Fendi** from 1967 to his death, and also doing double-duty, holding the creative reins at Chanel.

There is no time to waste. Mr. Jones will present his first Fendi ready-to-wear collection for the fall/winter 2021-22 season during Milan Fashion Week in February.

"I am thrilled to welcome Kim Jones at Fendi," said Fendi chairman/CEO Serge Brunschwig in a statement. "Kim is one of the most talented and relevant designers of today.

"With Silvia Venturini Fendi, who has virtuously carried on Fendi and Karl Lagerfeld legacy, Kim will bring his contemporary one-of-a-kind point of view into the world of Fendi," he said.

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