

APPAREL AND ACCESSORIES

Fendi takes a step toward sustainability with new factory construction

November 12, 2020



Fendi breaks ground on new construction. Image courtesy of Fendi

By LUXURY DAILY NEWS SERVICE

LVMH-owned Italian fashion brand Fendi is taking a significant step in its construction of the new factory in the Tuscan countryside by laying the foundation stone.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The new factory will represent a pole of excellence located in Bagno a Ripoli, near Florence, highlighting the brand's continuous commitment towards social responsibility. Fendi wants the new innovative pole to meet the highest standards in terms of environmental sustainability and focus on creation, development, innovation, training and production.

"Italy is synonymous with tradition, history, beauty and above all excellence," said Serge Brunschwig, chairman and CEO of Fendi, in a statement. "We embrace the opportunity to invest in the Made in Italy and to sublimate the core values of craftsmanship, artisanal savoir-faire and the power of handcrafting.

"Expertise and experimentation are all elements that support our marketing and company culture and at Fendi we believe that keeping and transmitting this level of tradition is fundamental for the coming generations," he said. "We are very proud of our roots, of this new chapter in Bagno a Ripoli, offering our teams a sustainable and caring working environment."

New foundations

Marking the importance of the new milestone for the brand, Mr. Brunschwig planted a turkey oak tree on the construction site symbolizing virtue, dignity and courage.

In staying true to its commitment towards sustainability and biodiversity, the factory will feature glass perimeter and interior walls, enabling sunlight to filter through and offering employees serene views of the Tuscan countryside.

Blending the new site with its environment, the external walls will match glass with a natural mix of soil and concrete in an earthy tone reflecting the colors of the Tuscan hillside. Fendi has also created a public park in the same area, featuring playgrounds, benches and areas dedicated to the growth of native plant species.

With sunlight flooding through the glass walls, the functional and efficient manufacturing plant will offer a healthy

workplace where artisans will be encouraged to express their skills and creativity. Designed for efficiency, the new factory will feature rational spaces enabling an easy circulation of people and goods

The new Fendi factory has been designed by Milan-based architect firm Piuarch and will cover a land surface of nearly 20 acres, occupying a 13,000-square-meter area formerly home to the Fornance Brunelleschi kiln.

Fendi initially cleared the area in 2018 to prepare the construction site and is set to open the new facility in 2022.

Last month, Fendi showcased the intricacy of the handiwork of its artisans in a film series focusing on craftsmanship. The series, "Hand in Hand," reflects Fendi's desire to evaluate its place at the end of the supply chain at a difficult time and broadcast solidarity with its network of suppliers ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.