

APPAREL AND ACCESSORIES

Fendi to present Kim Jones' first couture collection next month

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Kim Jones will debut his first couture collection for Fendi in January 2021. Image courtesy of Fendi

By LUXURY DAILY NEWS SERVICE

Italy's **Fendi** has revealed that British designer Kim Jones will present his first couture collection for the fashion label in January 2021.

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Mr. Jones' spring/summer couture collection will debut at Palais Brongniart during Paris Haute Couture Week on Jan. 27. He is also expected to present his first ready-to-wear Fendi collection the following month in Milan.

Fendi debut

Paris Haute Couture Week will run from Jan. 25 to Jan. 28.

This will prove to be a pivotal collection for Mr. Jones, who joined Fendi in September.

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 the death of Karl Lagerfeld last year.

Mr. Lagerfeld held fort at Fendi from 1967 to his death, and also doing double-duty, holding the creative reins at Chanel. Ms. Venturini Fendi, the third generation of the Fendi family in the business, will continue to create the accessories and menswear collections ([see story](#)).



Kim Jones is artistic director of couture and womenswear collections at Fendi

In a dialogue with [Financial Times](#)' critic Alexander Fury at the FT Business of Luxury Summit on Nov. 23, Dior Men creative director Kim Jones discussed his responsibility with Dior and the future of menswear. The award-winning artistic director discussed the strength of the modern menswear market, his collaborations from contemporary art to Nike and using 70 years of history to invent a new future for the fashion house ([see story](#)).

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