

APPAREL AND ACCESSORIES

Fendi celebrates spring holidays with capsule collections

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The Fendi St. Valentine's Day campaign. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

Italian fashion label Fendi is celebrating the season of love with a feminine Valentine's Day capsule collection.

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The Valentine's Day collection features ready-to-wear, handbags and accessories, primarily in a blush pink and bright yellow color palette for the spring season. It comes on the heels of Fendi's Lunar New Year capsule to welcome the Year of the Ox.

Festive collections

Limited-edition collections drive consumer interest as shoppers look to acquire exclusive items.

The Valentine's Day campaign features models wearing coordinating Fendi Roma sweaters and handbags. The cast is diverse, with romantic couplings not limited to a man and woman.

Fendi's Lunar New Year capsule collection also has a similar product range, but in red and pink hues to symbolize good fortune.

Fendi's Chinese New Year campaign

Further touching on the spring season the Lunar New Year is also referred to as the Spring Festival the collection's earrings and hair accessories have delicate floral motifs and prints. Another print, seen on a skirt and blouse, features the iconic double F monogram in pink, red and a light gold.

An accompanying campaign video shows a model enjoying the art of Chinese paper cutting ahead of New Year festivities.

Italian fashion label Salvatore Ferragamo also marked the two holidays with artistic collaborations.

For an ongoing multimedia project, Ferragamo tapped young illustrators and sculptors. The first two chapters are focused on Chinese New Year and Valentine's Day ([see story](#)).

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