

HOME FURNISHINGS

Fendi launches new joint venture for Fendi Casa

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Fendi had previously collaborated with Luxury Living Group for Fendi Casa. Image credit: Luxury Living Group

By LUXURY DAILY NEWS SERVICE

Italian fashion label Fendi is partnering with high-end interior design group Design Holding on a joint venture to develop the Fendi Casa business.

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Fashion Furniture Design, or FF Design, will integrate innovation and experimentation from creation to distribution for Fendi Casa. The news comes as more luxury brands are focusing on their home furnishings offerings.

"Fendi has been the first fashion house to expand to the design world in 1987 with [the] Fendi Casa collection, and we are now pleased to enter a new era for the brand," said Serge Brunschwig, chairman and CEO of **Fendi**, in a statement. "Through this partnership, Fendi will combine its values and DNA with Design Holding unique expertise, sublimating Made in Italy and craftsmanship."

Furniture forward

The FF Design joint venture will involve Design Holding which was founded in 2018 and is itself jointly controlled by Investindustrial and The Carlyle Group as a majority shareholder. Silvia Venturini Fendi, artistic director of accessories and menswear at Fendi, will provide creative guidance.

"Working with an Italian fashion house synonymous of quality, experimentation and creativity, which admirably combines tradition and modernity, will give our group the opportunity to grow and further consolidate its presence in international markets," said Gabriele Del Torchio, chairman of **Design Holding**, in a statement. "The class and style of Fendi products, combined with Design Holding's leadership in the design market, will make this a winning partnership."



The first Fendi Casa flagship opened in Milan in April 2017. Image credit: LVMH

Alberto Da Passano, former president of Fendi for Europe and Middle East, has been named CEO of FF Design effective July 1.

FF Design is already working on the new Fendi Casa collection, which will be released in January 2022 and at the 2022 Salone del Mobile. The pieces will be available through selective retail and new dedicated boutiques, which will offer elevated customer experiences and interior design services.

Fendi will terminate its relationship with Luxury Living Group, operating through Club House Italia, once the existing license expires at the end of 2021.

Last month, Versace opened the doors of a new flagship boutique featuring its home furnishings line.

The showroom, which is nearly 5,400 square feet, is located in a palazzo in the heart of Milan's design district and was designed by Vudafieri Saverino Partners. It features the latest Versace Home furniture designs, which were created with partner Lifestyle Design ([see story](#)).

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