

APPAREL AND ACCESSORIES

## Versace, Fendi swap designs to close Milan Fashion Week

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*Kim Jones and Donatella Versace appear on stage during the finale of their swapped show. Image courtesy of Fendi*

By LUXURY DAILY NEWS SERVICE

Italian fashion houses Versace and Fendi ended Milan Fashion Week with an unprecedented design swap, presenting two collaborative capsule collections.

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Rejecting the term collaboration, Versace has deemed this event a merging of two houses leading to a unique moment in fashion. Inspired by friendship and mutual respect, the Fendi by Versace and Versace by Fendi collections aim to disrupt traditional order and celebrate Italian fashion.

"It's a first in the history of fashion: two designers having a true creative dialogue that stems from respect and friendship," said Donatella Versace, creative director of Versace, in a statement. "It led to us swapping roles to create these two collections."

Fendi by Versace, Versace by Fendi

Crossing the lines of luxury conglomerates, LVMH-owned Fendi and Capri Holdings-owned Versace have crossed the lines of luxury conglomerates to exchange roles for a new wave of design.



*A look from the Versace by Fendi collection. Image courtesy of Fendi*

Donatella Versace and Silvia Venturini-Fendi stepped away from their respective houses to gain new insight on each other's creative visions, while Fendi's artistic director Kim Jones helped facilitate this journey.

Inspired by the 1990s period of Versace fashion, the Versace by Fendi collection explores an idea of duality, exemplified by a merging of the Fendi monogram with the Versace Greek key motif.

A multigenerational approach was taken throughout the entire collection, with pieces revealing codes and craftsmanship specific to Fendi, like chainmail made from leather.

Inspired by the disruptive theme of the project, the Fendi by Versace collection takes a more punk rock position.

Chainmail is styled with lace and crystal-encrusted F's in an interpretation of the Fendi monogram. While denim-looking silk faille and shaved shearlings bring a rebelliousness to Fendi.



*A look from the Fendi by Versace collection. Image courtesy of Fendi*

Versace safety pins are seen throughout the collection, puncturing Fendi signs and symbols.

Ultimately, the "Fendace" project was intended to expose the need for sincerity in today's fashion industry, as opposed to strategy.

Earlier this year, Kering-owned fashion house Gucci released a similar project.

To celebrate its 100th anniversary, creative director Alessandro Michele "hacked" Balenciaga's creative director Demna Gvasalia, swiping a selection of his design for Gucci's "Aria" debut ([see story](#)).

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