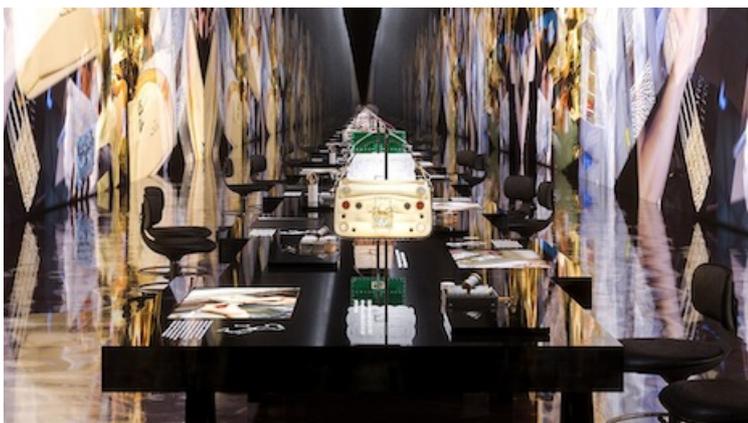


APPAREL AND ACCESSORIES

## Fendi celebrates hand in hand' artisanship with new exhibit

November 2, 2021



The "Hand in Hand" exhibit is now open in Rome. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

Italian fashion house Fendi has unveiled a new, state-of-the-art exhibition honoring "hand in hand" craftsmanship.

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The exhibit, which embodies Fendi's "hand in hand" campaign launched last year, is on display at Rome's Palazzo della Civiltà Italiana through Nov. 28. The initiative highlights how Italian artisans and ateliers have interpreted the iconic Baguette handbag, introduced in 1997 by Silvia Venturini Fendi.

Honoring hand in hand'

On the ground floor of the Palazzo, the first 20 "hand in hand" Baguette creations are showcased. Each was handmade in a different Italian province through a collaboration with the top local artisan.

To further establish a historical and cultural narrative, floor-to-ceiling LED screens reflect off the marble floors to project scenes of the artisans at work sketching designs, preparing materials and applying techniques honed over generations.



An artisan from Umbria, Italy, creating a Fendi Baguette. Image courtesy of Fendi

The videos capture the processes behind each of the 20 Baguettes, which incorporate techniques as varied as weaving, embroidery, silversmithing, lacework, tapestry, mosaic and more. Each handbag is displayed alongside the materials and tools used in its creation.

Admission to the exhibit is free to the public, but advanced registration is required. The exhibit can also be experienced virtually at [Fendi.com](https://www.fendi.com).



*The completed Baguette representing the Umbria region of Italy. Image courtesy of Fendi*

Last year, Fendi highlighted the intricacy of the handiwork of its artisans in a new film series focusing on craftsmanship.

Through the "Hand in Hand" series, Ms. Fendi spotlighted the network of Italian craftsmen who are responsible for the various pieces in Fendi's collection. The campaign reflects Fendi's desire to evaluate its place at the end of the supply chain at a difficult time and broadcast its solidarity with its network of suppliers ([see story](#)).

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