

APPAREL AND ACCESSORIES

## Fendi hits the slopes with Olympics-inspired collection

December 23, 2021



Jackson Wang for Fendi. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

Italian fashion label Fendi is anticipating the 2022 Beijing Winter Olympics with a sporty capsule collection.

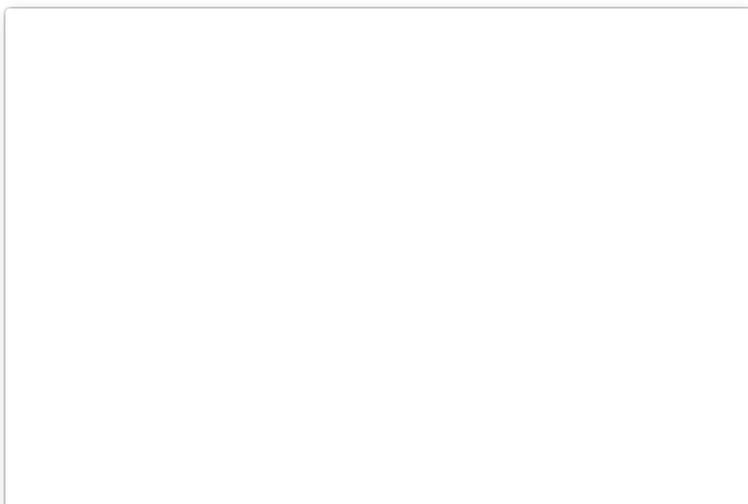
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The skiwear-inspired capsule is now available on Fendi's Chinese ecommerce site and select boutiques worldwide. To promote the new offerings, the brand tapped longtime ambassador, Hong Kong-born recording artist Jackson Wang.

Fendi on the slopes

The collection includes high-tech fabrics, functional accessories and handbags, with many pieces incorporating Fendi motifs.

Pieces include white ski jackets and trousers with the Fendi double FF logo in a gray-blue print, zebra-print jackets and leggings, sneakers, Baguette handbags and wool and cashmere sweaters. The collection's primary color palette of white, gray and blue reflects a wintery aesthetic.



[View this post on Instagram](#)

A post shared by Fendi (@fendi)

### *Skiing, Fendi style*

Sports equipment in the collection includes ski goggles, ski gloves and even skis with black and gray FF graphics.

In the campaign images, Mr. Wang poses with the ski equipment against a snowy backdrop and log cabin under a pink sky. Dancer Joni also appears in campaign imagery, posing in a winter landscape with a contrasting blue sky.

The pair also model the collection in a short video, which gives a tongue-in-a-cheek look at how to prep for a day on the slopes. Steps include drinking a cup of coffee, picking the perfect ski suit and taking selfies.

Ski capsules are becoming a popular way for luxury brands to experiment with sportswear while appealing to affluent shoppers.

Last year, French fashion label Dior's Ski Capsule features ready-to-wear, skis, snowboards and accessories, designed by artistic director of men's collections Kim Jones. For the collection, Dior collaborated with Japanese sportswear brand Descente and Swiss sporting goods companies AK SKI and POC ([see story](#)).

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