

APPAREL AND ACCESSORIES

## Fendi launches special edition Baguette with Sarah Jessica Parker

January 27, 2022



*And just like that, Fendi has released a special Baguette handbag. Image courtesy of Fendi*

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Fendi** is bringing back an old favorite with television's most famous fictional New Yorker.

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Fendi is dropping a special limited-edition Fendi Baguette, created for the protagonist of HBO's "And Just Like That," Carrie Bradshaw. The pink handbag has been designed by Fendi and the series' lead actress Sarah Jessica Parker and will be featured in an episode airing Jan. 27.

Nostalgia factor

"Sex and the City" originally aired in 1998, a series centered on a group of four friends in New York, navigating relationships, sex and luxury fashion.

The new limited-edition Fendi Baguette is inspired by the original Fendi fall/winter 1999-2000 collection that was carried by Ms. Parker's character in a "Sex and the City" in a scene in the early 2000s. "And Just Like That" serves as a sequel series to the original show.



*The handbag will be available on Fendi.com starting mid-February. Image courtesy of Fendi*

The reimagined version is made of maxi 3D pink sequins, with fuchsia palettes and bordeaux leather straps and iconic FF buckle.

The handbag will be available in limited quantities and on Fendi.com starting mid-February.

Fendi and Ms. Parker have a longstanding relationship.

Fendi launched the #BaguetteFriendsForever series in January 2019 ([see story](#)). Ms. Parker appeared as her classic character Carrie Bradshaw from "Sex and the City" in one of the early episodes.

*Sarah Jessica Parker appears in an episode of #BaguetteFriendsForever for Fendi*

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