

APPAREL AND ACCESSORIES

## Fendi unlocks new eyewear line for summer

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*Malika Louback and Jean Campbell model the Fendi O'Lock line. Image courtesy of Fendi*

By LUXURY DAILY NEWS SERVICE

Italian fashion label Fendi is looking ahead to sunny days with its new eyewear collection.

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After being introduced by artistic director of jewelry, Delfina Delettrez Fendi, in the fall/winter 2021 collection, the Fendi O'Lock motif now appears on jewelry and eyewear lines. The brand released a new video and still campaign to mark the debut of Fendi O'Lock eyewear.

### Locked and loaded

The new campaign stars models Malika Louback and Jean Campbell, with creative direction by Ronnie Cooke Newhouse and Karl Bolander. Drew Vickers shot the campaign in Rome.

Rae Boxer served as the campaign's stylist, while David Harborow and Min Kim were responsible for hair and makeup, respectively.

*The Fendi O'Lock motif debuted in the fall/winter 2021 collection, Kim Jones' ready-to-wear debut for Fendi*

In the new film, Ms. Louback and Ms. Campbell wear sleek and minimalist attire in neutral shades such as white, cool blue and black. This allows the O'Lock line to take center stage.

The line includes sunglasses in various silhouettes, including both trendy oversized and narrow frames. Prices range from \$430 to \$480.

Jewelry offerings include chokers, necklaces, earrings, bracelets, rings and hair clips. Prices range from \$260 to \$1,980.

The Fendi O'Lock line is now available in Fendi boutiques worldwide and the label's ecommerce site.

Since last year, Fendi has exclusively partnered with eyewear company Thlios on the design, development, production and distribution of its eyewear category. Fendi and Thlios are both committed to "Made in Italy" craftsmanship and design, and the brands will look to unique visual merchandising and selective distribution to enhance the customer experience ([see story](#)).

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