

APPAREL AND ACCESSORIES

## Fendi, Versace collaborative collection arrives

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*Kim Jones and Silvia Venturini Fendi design for Versace. Image courtesy of Fendi*

By LUXURY DAILY NEWS SERVICE

Italian fashion house Fendi is launching its collaborative collection with Versace through a series of films and still imagery.

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Making its runway debut last fall, when creative directors Kim Jones, Silvia Venturini Fendi and Donatella Versace swapped roles ([see story](#)), the "Versace by Fendi" collection will soon be available to fashion lovers around the world. In celebrating this momentous event for the two brands, Fendi brings the collection to life through the "Fendace" campaign.

### Versace by Fendi

"Fendace" represents a unique exchange of two iconic brands their roles, codes and values. Mr. Jones and Ms. Venturini Fendi brought their creative vision to Versace, while Ms. Versace brought a fresh perspective to Fendi all while maintaining their own ideas of design and creative freedom.

Shot by photographer Steven Meisel, "Fendace" is captured with a sense of fabulous fun and go-for-it flair together with dedicated videos by filmmaker Alec Maxwell.

### *Versace by Fendi comes to life at the club*

Two video campaigns depict a glamorous cast of models, Adut Akech, Amar Akway, Anja Rubik, Anok Yai, Imaan Hammam and Lina Zhang, entering the Fendace nightclub to let loose in their Fendace ensembles.

To get in, however, they must get past the strict bouncers: supermodels Naomi Campbell and Kristen McMenamy. The password is none other than Fendace.

The collection launches on May 12, 2022 through a series of global pop-ups and events.

These locations are the only stores to offer the full collection, with Fendi presenting the Versace by Fendi collection and Versace presenting the Fendi by Versace styles at their respective boutiques. Items can also be found online.

Additionally, a capsule of joint Fendace branded looks is available from both houses.

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